CHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Canadian & Foreign $6.00 the Year

MAY 4, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 18
WASHINGTON, D. C.

more women listen more to WOR's women's programs than to those on any other New York station*

★ Statistically we mean, women in Greater-New York spend 172,125 hours tuned to WOR's women's programs on an average weekday—294% more time than they spend listening to the same types of programs on any other New York station.

Actually, women listen 38,700 more hours to WOR's women's programs on an average weekday than to those on ALL other New York stations *combined*.

"IF YOU WANTED TO MAIL THE LETTER TO ANYONE EXCEPT WLS—DARNED IF I'D DO THIS!"

WLS gets through! Mid-West listeners get to their mail boxes and send WLS more than a million letters annually. Here, for example, is what they did for one of our accounts last winter. The advertiser, a poultry magazine, obtained 13,485 one-year subscriptions, the result of only 24 ten-minute daytime programs plus three two-minute announcements, in a period of nine weeks.

These 13,485 magazine subscriptions are only one bit of evidence that *WLS Gets Results!* We have more, lots more. Just ask us . . . or any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LO

Do You Know This Family?

THE PROSPERITY of the Average Family in WDRC's Primary Area is not just a war-time phenomenon. Of course, business is zooming here with defense factories working three shifts a day—just as it is in similar markets throughout the country. But the thing to remember about Hartford is that it's first in peace-time too. This is assured by the diversity and stability of employment here.

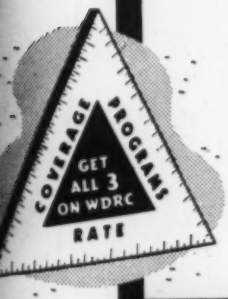
WDRC's Average Family topped the 48 states in Effective Buying Income before the war *and still does.* Equally important, we believe it will continue to hold this pre-eminent position. This is a significant consideration for the many companies who are wisely continuing their advertising today with an eye to the future.

Write Wm. Malo, Commercial Manager, for the full story of this desirable market, comprising more than a million people in WDRC's Primary Area.

BASIC CBS HARTFORD

WDRC

CONNECTICUT'S PIONEER BROADCASTER



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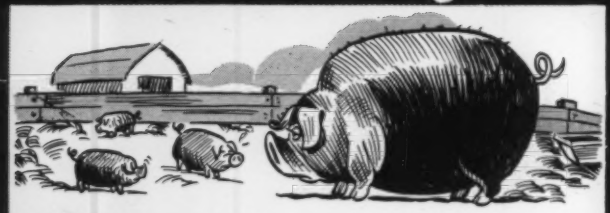
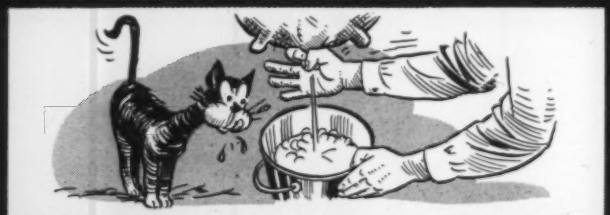
Pri-mary Read-er for Time Buy-ers



PIGS Fat, stupid. But valuable. So much so, that some Nebraska farmers are concentrating on pig raising almost exclusively.



MILK Lacteal fluid from bovine animals. Nebraska farmers' major problem right now is raising more cows to give more milk to supply more people. Prices, of course, have jumped.

EGGS Vitamin-filled ovals laid by barn-yard birds who are working overtime to meet war-time orders as well as domestic demand. Eggs bring a pretty penny nowadays (have you noticed your grocery bill?)

PRETTY PENNY

Unit of currency. Nebraska farmers not only are overburdened with pretty pennies, but also silver coin and scads of greenbacks. They want to exchange it for the things *you* sell, tobacco and coffee, clothes and cosmetics. Whatever you have, tell them about it by using "their" station. You *need* KFAB, to do a complete job of selling the farm markets throughout Nebraska and her neighboring states!

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

MAY 4, 1942

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Wins Over Listeners

Washington's ONLY 24 Hour Station

- 1,000 Watts
- 1,400,000 Potential Audience

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC. Cooperative Sales Representative

WHO

will be the alert advertiser to seize this exceptional program opportunity?

What?

The most famous of all anti-crime shows, "Gang Busters," is available for immediate Spring and Summer *local* sponsorship.

Where?

Over WJZ, New York, to cover the world's richest market. (It is also available on a spot basis over KGO, San Francisco and most Blue Network stations. 31 of these stations have already sold "Gang Busters" to local or spot advertisers.)

When?

Starting May 1st, "Gang Busters" will be heard Friday evening, from 8:00 to 8:30 E.W.T., an ideal period for listening and an ideal day for week-end merchandising.

For full details, call or write Blue Network Spot Sales Division, in New York, Chicago, Detroit, San Francisco or Hollywood.

Why?

This unique opportunity is made possible because Sloan's Liniment found "Gang Busters" so successful for the past two years that they signed it up for 30 weeks next Fall and Winter, thus clearing the way for this Spring and Summer program purchase with a March C.A.B. rating of 13.2.

How much?

Over WJZ, the complete program cost (including agency commission) is less than $1,000 per week.

Key Station of the Blue Network

We've taken one CBS "mike" out of service

When Cecil Brown of CBS, and Norman Corwin of CBS, and the CBS Short Wave Department (along with other short wavers) received Peabody Awards the other day, we decided to retire a microphone from active duty to do nothing but receive laurel wreaths.

We had to—because awards have been coming thick and fast to CBS and its advertisers' programs. (A list of these awards since January, 1941, is on the opposite page.)

Besides the length, there's this about the list—it's so unlopsided, covering almost every facet of the CBS program structure—"a harmoniously integrated unit designed to serve and to entertain the American people."

THE COLUMBIA BROADCASTIN SYS

SYSTEM

AWARDS TO CBS—JANUARY, 1941—APRIL, 1942

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES—1942: Gold plaque to Bernard Herrmann, CBS staff conductor, for "the best scoring of a dramatic picture in 1941"—*All That Money Can Buy.*

ADVERTISING AND SELLING ANNUAL ADVERTISING AWARDS—1942: (1) Honorable mention for an original research development, to *CBS Listening Areas.* (2) Special medal award to Norman Corwin on his *We Hold These Truths* for adding "to the knowledge or technique of radio advertising."

AMERICAN ACADEMY OF ARTS AND LETTERS, AND NATIONAL INSTITUTE OF ARTS AND LETTERS—1942: $1,000 award to Bernard Herrmann for his contata, *Moby Dick.*
$1,000 award to Norman Corwin for *We Hold These Truths,* and his direction of the series, *This Is War.*

AMERICAN LEGION, DEPARTMENT OF CALIFORNIA—1941: "Citation of Honor" to Edward G. Robinson, star of CBS's *Big Town,* for an outstanding contribution to Americanism.

AMERICAN WRITERS CONGRESS—1941: Honorable mention to Norman Corwin for his original work on the *Columbia Workshop* drama series, *26 by Corwin.*

ASSOCIATION OF MOTION PICTURE PRODUCERS, SCREEN ACTORS GUILD, SCREEN DIRECTORS GUILD, and SCREEN WRITERS GUILD—1941: To CBS's *Screen Guild Theatre* "for eminent achievement in furthering the advancement of the allied arts of motion pictures and radio."

GEORGE FOSTER PEABODY AWARDS—1941: (1) To CBS for "outstanding meritorious public service among the networks." (2) To Elmer Davis for "his terse, incisive and impartial reporting of the news, day by day." (3) To CBS Stations KNX, WCAU and WGAR for local programs and services.

1942: (1) To Cecil Brown, for the best radio reporting of 1941. (2) To Norman Corwin's *We Hold These Truths.* (3) To CBS and other short wave broadcasters of the country "for their patriotic service."

INSTITUTE FOR EDUCATION BY RADIO (Ohio State University)—1941: First awards to CBS for *London After Dark,* a special transatlantic broadcast; *The Mole on Lincoln's Cheek,* a drama in *The Free Company* series; *The Fisherman and His Wife,* on the children's program, *Let's Pretend;* and *Poor Farmer Songs* on *School of the Air of the Americas.* Also, honorable mention to *Monument to the Might of Water* on *School of the Air of the Americas.*

KAPPA SIGMA—1941: Selected Edward R. Murrow, a member of Kappa Sigma, as "Man of the Year."

MOTION PICTURE DAILY—1941: (1) Educational award to the *School of the Air of the Americas.* (2) Best special events show award to *Spirit of '41.* (3) Best children's program awarded to *Let's Pretend.*

NATIONAL HEADLINERS CLUB—1941: To William L. Shirer for "consistently outstanding radio reporting over a period of years."

NATIONAL SAFETY COUNCIL ANNUAL SPECIAL AWARD PLAQUE—1941: To Edward G. Robinson, star of CBS's *Big Town,* in recognition of "outstanding contribution to the cause of safe driving."

OVERSEAS PRESS CLUB ANNUAL RADIO AWARD—1942: To Cecil Brown for radio reporting "contributing to the understanding of foreign policy by the American people."

PARENTS' MAGAZINE PRESS HONOR AWARD FOR TRUTH—1941: To CBS's *Death Valley Days* for the authenticity of this series.

PHI BETA (National professional fraternity of music and speech)—1942: Annual Radio Award to the Columbia Broadcasting System for its network broadcasts of the New York Philharmonic-Symphony concerts, as the program that contributed most to music and speech during the year.

RADIO EXECUTIVES CLUB OF NEW YORK—1942: Plaque to Paul White (also to Mr. Schechter of NBC and Mr. Opfinger of MBS) for "outstanding work in securing news broadcasts from various war fronts."

SCHOMBURG COLLECTION OF NEGRO LITERATURE—1941: *Wings Over Jordan* placed on the 1941 Honor Roll for its contribution to "the improvement of race relations in terms of real democracy."

SIGMA ALPHA IOTA (National professional music fraternity for women)—1941: (1) A scroll to Howard Barlow, conductor of the CBS Symphony Orchestra in recognition of his contributions to symphonic music in the last thirteen years. (2) A scroll to Henry Ford in recognition of the "outstanding symphony programs" of the *Ford Sunday Evening Hour.*

SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD (Professional journalistic fraternity)—1941: To Cecil Brown for his broadcast from Cairo of the German parachute invasion of Greece.

U. S. FLAG ASSOCIATION—1941: Flag Service Cross to Kate Smith in recognition of her patriotic activities.

VARIETY SHOWMANSHIP SURVEY—1941: Citations for advancing the art of radio to the CBS *Forecast* series, and to CBS affiliates WCAU, WCKY, WJR, WQAM.

WOMEN'S NATIONAL RADIO COMMITTEE—1941: Award to CBS's *Headlines and Bylines* as "best educational program with a democracy theme."

WOMEN'S PRESS CLUB OF NEW YORK CITY—1941: Certificate of "meritorious public service" to CBS's *Let's Pretend.*

WRITER'S RADIO THEATRE—1940-41: Five CBS broadcasts were included in the ten best radio dramas chosen by Norman S. Weiser, editor of WRITER'S RADIO THEATRE 1940-41. They are: *Man-Made Waterways* by Hans Christian Adamson; *Kathryn Howard* by Jean Holloway; *Seems Radio Is Here to Stay* and *Words Without Music* by Norman Corwin; and *Bid for Happiness* by Therese Lewis and Lota Kriendler.

C. BRUCE McCONNELL

PRESIDENT, WISH, INDIANAPOLIS

Hoosier-born and Hoosier-educated, C. Bruce McConnell has devoted a very successful career to the management of Indiana merchandising businesses. . . . In addition to serving as President and General Manager of Indiana's up-and-coming Station WISH, he is also General Sales Manager of one of the largest wholesale tobacco and candy firms in the Midwest, and President of a prosperous brokerage company. Needless to say, if anybody in the world *knows* Hoosier merchandising, it is "Mac" McConnell.

A MERCHANDISER, a star sales-managing executive, a *mover of goods*, C. Bruce McConnell in many ways personifies a relatively new type of man who is becoming more important every year in radio. "Mac" knows more about selling goods than about actors—more about druggists than about kilowatts. And as a result, his young and lusty station has rapidly become Indiana's most effective *merchandising* medium. . . .

In a way, this "merchandising approach" to radio rather reminds us of our own approach to *selling* radio. Ordinarily, you'd expect a radio-sales organization to be composed of men who'd been selected entirely for "sales ability". But on the contrary, the average experience of our F&P men includes more merchandising and advertising than straight selling of media. They are now successful "salesmen" simply because they know how to help *you* in *your* business.

The next time one of us drops in on you, give us a chance to prove that last statement. We *know* we can do more to simplify your handling of spot-radio than any other organization in radio. That, in fact, is the first quota we set for ourselves, in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 18 WASHINGTON, D. C., MAY 4, 1942 $5.00 A YEAR—15c A COPY

FCC Issues Freeze Order, With Leeway

Two Stations Given Right to Boost Power

FOLLOWING through on the recommendation of the Defense Communications Board for retention of the status quo on new or changed broadcast transmission facilities, the FCC last week adopted a memorandum opinion setting forth the new licensing policy but it left the door ajar sufficiently to take care of emergency cases or those embracing "peculiar circumstances".

The memorandum opinion, which on the records was adopted unanimously, supersedes the previous "freeze order" of Feb. 23, which took into account the shortage of critical materials. Before its adoption, however, two cases involving power increases and one emergency case to replace a transmitter destroyed by fire were approved, with indications that probably as many as a dozen additional applications for improved or changed facilities may be authorized.

Some Openings

There were some misgivings in both FCC and industry circles over the precise language used in the memorandum opinion. It was felt in some quarters that the way is left open for "special treatment" in favored cases on improved facilities. Whereas the Feb. 23 order was designed to authorize new or improved facilities on technical grounds only, the new policy could be interpreted to permit authorizations without regard to such factors, it was pointed out.

The DCB recommendation, which specifically proposed that there be no future authorizations involving the use of any materials to construct or change transmitting facilities of any station in the broadcast field, has not yet been acted on by the War Production Board. Since WPB was largely responsible for the DCB recommendation, however, its formal order is expected to be issued shortly. Leighton H. Peebles, chief of the Communication Branch of WPB, was ill most of last week.

Meanwhile, plans were under consideration for some sort of pooling of all available broadcast equipment for ultimate allocation on an equitable basis to the industry. The serious shortage of transmitting tubes, it was learned, probably will necessitate some such action [BROADCASTING, April 27].

Both the Communications Branch of the WPB and Committee IV (broadcast) of DCB are considering plans for a pooling-conservation project. With only about a year's supply of tubes available for the broadcast structure, counting reserves held by all stations, this plan encompassed pooling of all equipment under a control system, with arrangements made by WPB for allocation of raw material when the supply of repair or replacement parts reach a predetermined minimum.

Some May Be Silenced

Unless something of this nature is done soon, it was thought, stations having no spare tubes may be forced off the air. The military branches now are taking 100% of the production of tube plants.

While the FCC's latest "freeze order" was viewed with mixed emotions, some justification was given for the "loophole" under which the FCC could authorize construction for changes in facilities on its own motion, or follow through on recommendations "by the head of a war agency of the Federal Government". There are several situations arising under the Havana Treaty, it was pointed out, which will require action if the facilities earmarked for this country are to be preserved.

FCC Chairman James Lawrence Fly, who also heads DCB, said last Monday that the provisions providing flexibility would give the Commission leeway in particular cases and an opportunity for "meeting vital needs without giving a specific line of exception". Such situations as destruction of stations by fire, as well as moves recommended in the interests of the war effort by Government services, he said, would fall into this category.

The prevailing view was that the strength or weakness of the order would be reflected in the actions of the FCC majority. Two of the three authorizations announced April 25, but which were dated April 24, were by split vote of the Commission. Commissioners Case and Payne dissented, in view of the DCB recommendation for retention of the status quo, while Commissioner Craven was absent from the city.

KMA, Shenandoah, was granted an increase in power from 5,000 watts day, 1,000 night, to 5,000 watts fulltime, on 960 kc., with installation of a directional antenna. The majority pointed out that the station had procured and paid for substantially all of the necessary equipment to make the proposed changes. Under its Feb. 23 "freeze order policy", it held that the public interest would be served in granting the application.

Birmingham Grant

In the second power increase case, the Commission, by the same vote, authorized WSGN, Birming-

(*Continued on page 51*)

Policy and Procedure Fixed for Broadcast Cases . . .

FOLLOWING is the full text of the memorandum opinion adopted by the FCC April 27, outlining policy and procedure for the handling of broadcast and related applications in pursuance of the recommendation of the Defense Communications Board:

Since the adoption of the Commission's Memorandum Opinion of Feb. 23, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restrictions upon the use of materials and skilled personnel for the construction and operation of radiobroadcast stations are necessary. Public interest demands that the requirements of the armed services be met before materials and skilled personnel can be used for the expansion of existing or the construction of new broadcast services.

On April 16, 1942, the Defense Communications Board recommended to the War Production Board and this Commission that there be immediately placed in effect the following policy:

> No future authorizations involving the use of any materials shall be issued by the FCC nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any standard, television, facsimile, relay or high-frequency (FM, non-commercial educational, experimental) broadcast station.

Upon consideration of this recommendation, the Commission has adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay, or high frequency (FM) broadcast station. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high-frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations heretofore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations heretofore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: Every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station,[1] shall, on or before June 1, 1942, file with the Commission a formal petition embodying a statement of such facts and circumstances as he believes would warrant the granting of his application in the public interest. The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

[1] Includes all such applications filed prior to the date hereof irrespective of present status.

Industry Problems, War Issues to Head Cleveland Sessions

Noted Speakers Are Booked For Convention by NAB

WHILE RADIO'S perennial headaches, such as increasing Government regulatory pressure, copyright and intra-industry conflicts, give way to the war effort as the salient topic of the 20th annual convention of the NAB in Cleveland, May 11-14, ample time is being allowed for consideration of purely industry matters during the business sessions.

An imposing list of speakers scheduled by NAB president Neville Miller, include Archibald MacLeish, director of the Office of Facts & Figures; Paul V. McNutt, Federal Security Administrator; Byron Price, director of the Office of Censorship; and the Army and Navy heads of public relations, who will start the convention off with a war flavor.

Clinics Planned

Mr. MacLeish will be the luncheon speaker Monday, Humphrey Mitchell, Minister of Labor of Canada, will speak at the Tuesday luncheon, and Mr. McNutt at the Wednesday luncheon. There will be clinics, roundtables and question-and-answer sessions all bearing on the war effort to clear up questions that have arisen with broadcasters the country over since Pearl Harbor.

The future economics of broadcasting, thrown out of kilter by the upward spiral of free Government time while many old-line accounts become shaky because of commodity shortages, price ceilings and other war restraints, will play an important part in the business sessions. So innocent appearing an item as the War Production Board ban on metal bottle caps may play havoc, for example, with the brewers, and curtail their production as well as their advertising. That amounts to a substantial item in most local station budgets.

War Problems First

There will be industry politics but the agenda [see opposite page] relegates such matters to the bottom after the war and business sessions are out of the way. Meetings have been scheduled by practically all of the group organizations such as Broadcasters' Victory Council, Network Affiliates Inc., Clear Channel Broadcasting Service, Newspaper Radio Committee, and FM Broadcasters Inc., during the NAB proceedings.

Considerable attention will focus upon the report of the reorganization committee named by the NAB board of directors last March. Headed by Don S. Elias, WWNC, Asheville, this committee will present to the new board of directors, which meets Thursday, May 14, a plan for reorganization which conceivably can affect the NAB high command.

Proposals for amendment of the by-laws, include one to exclude networks from active membership, offered by John Shepard 3d, chairman of the Broadcasters' Victory Council, and another, sanctioned by the board itself, to give networks full active membership. These will be voted on at the closing business session Wednesday, and are expected to open the whole issue of NAB reorganization.

TIMEBUYERS TO AIR PEEVES

Carnival of Gripes to Confront NAB Sales Managers at Cleveland Convention

A YEAR of close collaboration between the NAB Sales Managers Division and the agency timebuyers who make up the Radio Executives Club of New York will reach a climax at the NAB convention in Cleveland May 11-14.

Mr. Hymes

John Hymes, president of the Radio Executives Club and chief timebuyer for Lord & Thomas, has engineered a breakfast session for Tuesday, May 12, at 8:30 a.m., that is designed "to wake up the sleepiest radio man present".

"What Burns Us Up" is the intriguing title of the agency show, but most of the burning, they claim, will be suffered by the sales managers.

Not a Speech—Definitely

When Gene Carr, WGAR, chairman of the NAB Sales Managers Executive Committee, invited the time buyers to put on a program of their own (the first at any NAB convention, by the way), many thought it would consist of a few well-chosen remarks by selected agency spokesmen. But these didn't know Johnny Hymes and the REC's flair for showmanship. Instead of following a stereotyped pattern, Hymes appointed a committee which invited all agencies to submit their "pet radio peeve"; the best of these were selected for dramatization, and an all-agency cast will let the quips fall where they may.

The radio industry is indebted to the REC president for other valuable service during the year besides his close cooperation with the Sales Managers Division. A former CBS man before joining Lord & Thomas in 1934, Hymes is also chairman of the timebuyers committee of the AAAA, member of the radio comittee of the National Advertising Council, and member of the radio advisory committee to the Coordinator of Inter-American Affairs. He is credited with originating and planning the Network Allocation Plan now used by OFF.

A large contingent of Chicago advertising executives and timebuyers is planning to be present at the convention. Among those who have indicated they will attend are: Margaret Wylie, timebuyer of J. Walter Thompson Co.; J. James Neale, timebuyer of Blackett-Sample-Hummert; June Rollinson, timebuyer of Russel M. Seeds Co.; Evelyn Stark, radio director of MacFarland - Aveyard & Co.; George Duram, media director of H. W. Kastor & Sons Adv. Co.; N. J. McMahon, president of United Broadcasting Cos.; Robert Kahn, president of Robert Kahn & Assoc.; Louis A. Breskin, president, Sterling Insurance Co.; Lou Nelson, Wade Adv. Agency.

ADVERTISING EXEMPT

Media Are Not Affected by Price Regulations

PRICE CEILINGS established last Wednesday by Price Administrator Leon Henderson, at President Roosevelt's behest, place an absolute ceiling over practically everything that Americans eat, wear and use, but advertising services, including broadcasting, are not directly affected in any way.

The far-reaching wartime measure, designed to curb inflation, lists 10 "excepted services" which are not affected by the price edict. Listed as No. 6 among these 10 are "advertising services, including radio broadcasting". Other types of services included are personal and professional, motion pictures, theatres and other entertainment, common carrier or public utility, insurance and underwriting services, press associations and feature services, and services relating to real property.

OPA officials asserted that by virtue of these exceptions, stations and networks may adjust advertising rates as in the past, without OPA restraint.

ROOMS & SUITES

HERE'S a last-minute bulletin (received Friday night) from John Patt, chairman of the NAB housing committee for the convention:

"There are no more rooms of any kind at the Statler. Suites and other types of rooms are available at the Hollenden and Carter and a few singles at the Cleveland Hotel.

"Those writing in are requested to specify some hotel other than the Statler."

P. S. There are over 600 reservasions so far with the gross attendance likely to eclipse 1,000, based on past performances.

Fun With Gobs

A SHOW for sailors, now broadcast from the Brooklyn Navy Yard on WHN, New York, combines variety with quiz. The gobs take part in the quiz, while "name" entertainers contribute the variety.

Meetings of MBS During Convention

Affiliates and Board Are to Hold Cleveland Sessions

ALTHOUGH MBS will not participate in the annual convention of the NAB because of its non-membership, the network will be on hand in Cleveland during the convention week beginning May 10, with several meetings planned.

A meeting of all affiliated stations of the network has been called for Sunday evening, May 10. In addition to the business session, the affiliates will be entertained by the premier performance of *This Is Mutual*, a program written and produced by Lester Gottlieb, MBS publicity director, transcribed especially for the occasion.

The MBS board will meet at the Hotel Cleveland at 11 a. m., May 10, the day before the opening of the NAB convention at the Statler. MBS withdrew from the NAB during the 1941 convention in St. Louis, in protest against the trade association's stand on the licensing agreement it had negotiated with ASCAP on the eve of the convention.

A number of its affiliates withdrew afterward, not only because of ASCAP but because of the controversy which erupted between NAB President Neville Miller and FCC Chairman James Lawrence Fly.

Network Affiliates Plan To Convene in Cleveland

NETWORK AFFILIATES, Inc., representing independently owned network outlets largely in the regional class, will convene in Cleveland May 13 for its first formal annual meeting during the NAB convention May 11-14. Eugene C. Pulliam, WIRE, Indianapolis, is NAI president.

The board of directors will hold a dinner meeting at NAI headquarters, Carter Hotel, May 10 at 6 p. m., with an affiliates meeting called for May 11 at 2:30 p. m. in the Salle Moderne of the Statler Hotel. The final meeting of the group will be held at the same place May 13, 4:30 p. m.

Keystone's NAB Parley

COINCIDENT with the NAB convention in Cleveland, May 11-14, Keystone Broadcasting System will hold a breakfast meeting May 11 for its affiliate stations, first large-scale meeting called by the company since it started active operations a little over a year ago. Plans will be reviewed and discussed and KBS station men will hear a talk on the "Increasing Importance of Radio's Function in the Secondary Markets" by Louis J. Nelson, timebuyer of Wade Adv. Agency, Chicago.

Paley Heads CBS Group

WILLIAM S. PALEY, CBS president will head his network's delegation to the NAB convention in Cleveland. He will attend the NAB board's dinner session Sunday evening, May 10, at the invitation of President Miller, but will return to New York by Wednesday for a CBS stockholders meeting.

TENTATIVE PROGRAM OF 20TH ANNUAL NAB CONVENTION
Hotel Statler, Cleveland, May 10-14

SUNDAY, MAY 10

12 Noon—Sales Managers, Executive and General Committees, Parlor E.

12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.

2 p.m.—Research Committee, Parlor H.

Engineering Committee, Parlor F.

NAB Bureau of Copyrights, board of directors, Parlor B.

3 p.m.—Code Committee, Parlor D.

4 p.m.—Wages and Hours Committee, Parlor M.

Accounting Committee, Parlor H.

7 p.m.—NAB Board of Directors Dinner, Lattice Room.

8 p.m.—Labor Committee, Tavern Room.

MONDAY, MAY 11

10:30 a.m.—Business Session, Pine-Euclid Room; Neville Miller, presiding. President's Annual Report. Announcement of Convention Committees. Secretary-Treasurer's Annual Report. Proposed By-Law Amendments.

10:45 a.m.—"Radio and the War". Byron Price, Director, Office of Censorship.

Informational Clinic

J. Harold Ryan, Assistant Director, Office of Censorship.

Maj. Gen. A. D. Surles, Director, Bureau of Public Relations, War Dept.

Rear Admiral A. J. Hepburn, Director, Office of Public Relations, Navy Dept.

Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff.

Earl J. Glade, Chairman, NAB Code Committee.

12:45 p.m.—Luncheon, Grand Ballroom.

Speaker: Archibald MacLeish, Director, Office of Facts & Figures.

2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Pine-Euclid Room.

"Radio Advertising for Department Stores."

Panel:

Richard G. Meybohm, manager, Sales Promotion Division, National Retail Dry Goods Assn.

Barclay, W. Newell, sales manager, William Taylor Sons & Co., Cleveland.

Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron.

James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati.

2:30 p.m.—Network Affiliates, Inc., Salle Moderne.

4:30 p.m.—Independent Radio Network Affiliates, Parlor E.

7 p.m.—NAB War Committee.

8 p.m.—Labor Relations Clinic, Room 345.

Panel:

Joseph L. Miller, NAB Labor Relations Director.

TUESDAY, MAY 12

8:30 a.m.—Breakfast Sessions:

"Wages and Hours", NAB Labor Relations Dept., Parlor D.

"Protection of Property from Sabotage, Fire and Theft", J. D'Agostino, NBC.

NAB Engineering Dept., Parlor A.

"What Burns Us Up," Radio Executives Club of New York.

NAB Department of Broadcast Advertising: Cleveland Ad Club, Dining Room.

Censorship Clinic

Room 345

Panel:

J. Harold Ryan, Assistant Director of Censorship.

Captain L. P. Lovette, Office of Public Relations, Navy Dept.

Maj. Gen. A. D. Surles, director, Bureau Public Relations, War Dept.

Maj. Gen. F. G. Beaumont-Nesbitt, British Army Staff.

OFF Round Table

Parlors F, G & H

"The Four Themes", William B. Lewis, Assistant Director in Charge of Operations, Office of Facts & Figures.

Philip Wylie, Office of Facts & Figures.

"Program Coordination", Douglas Meservey and Seymour Morris, Office of Facts & Figures.

Priorities

10:30 a.m.—Business Session, Euclid-Pine Room.

Neville Miller, Presiding.

"Priorities, Men and Materials".

"The Selective Service Act". Brig. Gen. Lewis B. Hershey, Director, Selective Service System.

"The OPA". Joel Dean, chief, Fuel Rationing Division, OPA.

12:45 p.m.—Luncheon, Grand Ball Room. Humphrey Mitchell, Canadian Minister of Labor, speaker.

2:30 p.m.—Business Session, Euclid-Pine Room.

Neville Miller, presiding.

Music

Panel:

Sydney Kaye, Vice President and General Counsel, Broadcast Music Inc.

Merritt E. Tompkins, Vice President and General Manager, Broadcast Music Inc.

Carl Haverlin, Vice President, Station Relations, Broadcast Music Inc.

John Paine, General Manager, American Society of Composers, Authors & Publishers.

Leonard D. Callahan, General Counsel, SESAC.

Open Forum

Wartime Radio Advertising, Grand Ball Room.

Eugene Carr, Chairman, NAB Sales Managers Committee, presiding.

"Selling With Surveys", Dr. Harry Dean Wolfe, Director, Bureau Business Research, Kent State University, Kent, O.

"Shoot the Works", Gene Flack, General Sales Dept., Loose-Wiles Biscuit Co., Long Island City, N. Y.

Open Forum

4 p.m.—Clear Channel Broadcasting Service, Tavern Room.

Local Channel Stations, Room 345.

7 p.m.—Wartime Committee.

WEDNESDAY, MAY 13

Breakfast Sessions

8:30 a.m.—"Collective Bargaining", NAB Labor Relations Dept., Parlor D.

"Information Please on Spot Radio", Cleveland Ad Club Dining Room.

Panel:

John Blair, John Blair & Co.

H. Preston Peters, Free & Peters

Edward Petry, Edward Petry

Joseph Weed, Weed & Co.

NAB Dept. of Broadcast Advertising.

"Foreign Language Broadcasting", Parlor E.

Alan Cranston and Lee Falk, Office of Facts & Figures.

NAB Wartime Committee

"The Selective Service".

Maj. Gen. Ernest M. Culligan, Public Relations Officer, Selective Service System.

NAB Legal Department.

Music—Roundtable

Merritt Tompkins, BMI, Tavern Room.

10:30 a.m.—Business Session, Pine-Euclid Room. Neville Miller, presiding.

"The War, a Challenge to Broadcast Advertising", Eugene Carr, chairman, NAB Sales Managers' Executive Committee.

"The Bridge to a New Democracy": Arthur Horrocks, counsel, Public Relations Dept., Goodyear Tire & Rubber Co., Akron.

"The Advertising Council": Miller McClintock, executive director, The Advertising Council.

12:45 p.m.—Luncheon, Grand Ballroom.

Paul V. McNutt, Federal Security Administrator.

2:30 p.m.—NAB Business Session, Euclid-Pine Room. (Members only).

Taxation: Ellsworth C. Alvord, NAB Tax Counselor.

Proposed Amendments to the NAB By-Laws.

Election of Directors-at-Large.

Selection of 1943 Convention Site.

Report of Resolutions Committee.

Adjournment

4:30 p.m.—Final Meeting, Network Affiliates Inc., Salle Moderne.

7:30 p.m.—20th Annual Banquet, Rainbow Room, Hotel Carter.

THURSDAY, MAY 14

10 a.m.—Meeting of new NAB board of directors, Parlor C.

10 a.m.—NAB Annual Golf Tournament, Mayfield Country Club for the BROADCASTING Magazine Trophy.

Listeners Activities
Tentative Program, NAB Convention, May 12-13
Hotel Statler, Cleveland

TUESDAY, MAY 12

LATTICE ROOM

2 p.m.—Theme, "The Listener's Stake in American Radios; Chairman, Mrs. Walter V. Magee, President, Radio Council of Greater Cleveland.

2.05 p.m.—Greetings, Neville Miller, president, NAB.

2:15 p.m.—Address, "War News for Home Consumption". B. S. Bercovici, News Commentator, WJW, MBS.

2:35 p.m.—Address, "Broadcasting In War Time". Fred Weber, General Manager, MBS.

2:55 p.m.—Address, "Radio's Significant Place in Inter-American Affairs". Guy Hickok, Inter-American Affairs Committee.

3:25—Address, "Radio Does a Public Service". Jennings Pierce, Public Service Director, Western Division, NBC.

3:55 p.m.—Question Period.

4:30 p.m.—Radio Tea, Salle Moderne Room. For delegates and individual members of Radio Council and women registered for the convention.

WEDNESDAY, MAY 13

PARLOR C

8:15 a.m.—Breakfast Round Table, Chairman, Jane Weaver, Director of Women's Activities, WTAM, Cleveland, Parlor C. Subject, "The Part that Women's Radio Programs Can Play in Wartime America." Panel, Ruth Chilton, WSYR, Syracuse; Eleanor Hanson, WHK, Cleveland; Mrs. Hayle Cavenor, WCCO, Minneapolis; Susan Allen, KGA, Spokane; Marjorie Cooney, WSM, Nashville; Mrs. Geraldine Elliott, WJR, Detroit; Mrs. Lavinia Schwartz, CBS, Chicago.

9:45 a.m.—Morning Session, theme, "Radio at Home." Chairman, Mrs. Dorothy Lewis, Coordinator of Listener Activities, NAB.

9:50 a.m.—Greetings, Convention Chairman, C. E. Arney Jr., Assistant to the President, NAB.

10:00 a.m.—Address, "Women in Industry", Mrs Harold V. Milligan, National Assn. of Manufacturers, president, National Council of Women.

10:20 a.m.—Address, "The Broadcaster's Code". Earl J. Glade, Vice-President of KSL, Salt Lake City, Chairman of Code Committee, NAB.

10:40 a.m.—Address, "The Role of the Listener", Mrs. Arch Trawick, president, Radio Council of Middle Tennessee, Nashville.

11:00 a.m.—Address, "Radio Education". Dr. I. Keith Tyler, Director of Evaluation of School Broadcasts, Ohio State U.

11:20 a.m.—Address, "Tuning in on the Home Front", Miss Mabel G. Flanley, Eastern Director of Consumer's Relations, The Borden Co., Vice-President Advertising Federation of America.

11:40 a.m.—Questions.

12:15 p.m.—Recess.

12:30 p.m.—Luncheon, Salle Moderne Room, Greetings, Neville Miller, President, NAB; music.

2:00 p.m.—Theme, "Radio Abroad." Chairman, Mrs. Dorothy Lewis.

2:10 p.m.—Address, "Radio in Canada", Beatrice Belcourt, Public Relations Officer, Canadian Broadcasting Corp.

2:40 p.m.—Address, "British Women in Wartime", Dr. Winifred C. Cullis, Professor of Psychology, London U. former International President Assn. of University Women.

3:15 p.m.—Film, "Ordinary People".

3:40—Address, "Radio Serves Our Army", Lieut Col. Ed. Kirby, Chief, Radio Section, Public Relations, War Department.

4:00 p.m.—Address, "Industry's Role in a World Offensive", Charles R. Hook, President, American Rolling Mills Co., Director National Assn. of Manufacturers.

KLO Off Blue

KLO, BLUE affiliate in Ogden, Utah, on Aug. 31 will cease to serve as an outlet of the BLUE, according to Keith Kiggins, vice-president in charge of stations for the network, because of the increase in power May 1 of KUTA, Salt Lake City, which now covers the area served by KLO. The first part of May KUTA shifted its power from 250 to 5,000 watts day and night on 570 kc.

Navy Relief Discs

ONE-MINUTE transcriptions appealing for funds on behalf of the Navy Relief Society have been distributed to 600 stations, according to NRS. Discs are messages by Eddie Cantor, Merle Oberon, Lowell Thomas, Madeleine Carroll, Tyrone Power, Hedda Hopper, Frederic March, Geraldine Fitzgerald, Clifton Fadiman and Com. Gene Tunney. The transcriptions were recorded by NBC.

Favorable Summer Prospects For Networks Now Indicated

War Curtailments and Some Cancellations Fail To Darken Outlook as Plans Start to Jell

THE NETWORK picture for this summer, despite war conditions and resultant cancellations in the past few months of some radio programs, looks generally optimistic, with several new sponsors lined up for shows and the usual number of replacements for the warm months.

April brought a favorable summer outlook for the BLUE network with announcement that General Mills, Minneapolis, and Pepsi-Cola Co., Long Island City, were starting programs May 4.

'Ranger' Shift

Sponsorship of *The Lone Ranger* by General Mills will include 65 BLUE stations, while Pepsi Cola has lined up 171 outlets for *Ramona & the Tune Twisters*. Thrivo dog food, manufactured by Modern Food Process Co., Philadelphia, also returned to the BLUE in April and its dry pack is promoted on the *Olivio Santoro* program, formerly sponsored by Philadelphia Scrapple, forced to go off the air because of the tin shortage.

Two shows will leave the BLUE in June, *Three Ring Time* for Ballantine beer on June 2, and *True or False* for Williams shaving cream on June 30, the latter report unconfirmed by the network.

In September, the BLUE will start a second program for General Mills and is understood to be planning a late afternoon period from 5-6 p. m. for special children's programs, including *Jack Armstrong*, the General Mills show for Wheaties.

Mutual gained two new sponsors in April, including Whitehall Pharmacal Co., New York, which is using thrice-weekly news reports by Arthur Van Horn for Aspertane; and Pepperell Mfg. Co., Boston, promoting its sheets and fabrics on 20 stations with Eleanor Early, Washington woman commentator. The General Mills shows moving to the BLUE are currently on Mutual.

Procter & Gamble Co., Cincinnati (Drene and Teel), is continuing for an additional six weeks through June 26 its NBC show *Abie's Irish Rose*, while General Foods Corp., New York, will continue its *Coffee Time* program on NBC through the summer, switching products June 4 from Maxwell House coffee to Post Toasties.

Summer replacement for the Eddie Cantor program, sponsored by Bristol-Myers Co., New York, will be *Those We Love*, as of July 1, same date that the Chase & Sanborn coffee show with Edgar Bergen and Charlie McCarthy is rumored to be leaving NBC for its usual eight-weeks hiatus.

No summer replacement has been definitely set for the Jack Benny show for General Foods. It is understood that Pepsodent Co. will replace Bob Hope for the summer with *Date With Judy*, program used last summer by the company on NBC for two months. Hecker Products, New York (Shinola), may use a summer hiatus period for its NBC program *Lincoln Highway*, but this has not yet been settled.

Coca Cola Continues

The indefinite plans of Coca Cola Co., Atlanta, for its CBS show *The Pause That Refreshes on the Air* were settled last week with the announcement that the program will continue through the summer. Campana Sales Co., Batavia, Ill., may discontinue its *First Nighter* series on CBS for the summer, but has not definitely decided. Texas Co., New York, is filling in the Sunday night period on CBS, while Fred Allen is on vacation, with a musical program starting July 5. Colgate-Palmolive-Peet Co., Jersey City, is expected to take over the Friday 10-10:30 p. m. period on CBS with a program as yet unselected. No summer replacement has been announced for Kate Smith's Friday program for Grapenuts, and General Foods may continue it through the summer. Although Campbell Soup Co., Camden, last week discontinued its sponsorship of Lanny Ross because of canning difficulties for its soup products, the 7:15 p. m. period on CBS will be filled thrice-weekly by the Glenn Miller program, which Liggett & Myers Tobacco Co., New York, is shifting May 5 from its 10-10:15 p. m. period on CBS.

P. Lorillard Co., New York, on April 29 shifted its *New Old Gold Show* from the BLUE network to CBS, Wednesdays 8-8:30 p. m. Also moving from the BLUE to CBS June 5 is the Welch Grape Juice Co. program *Dear John*, to be heard Fridays 7:15-7:30 p. m. American Oil Co. on May 22 will cancel its seasonal sponsorship of Edwin C. Hill's program.

Loose Wiles News

LOOSE WILES BISCUIT Co., St. Louis, on April 20 started sponsorship of Cedric Foster, Yankee Network news commentator, on seven stations of that network, including WNAC WTAG WEAN WICC WTIC WCSH WLBZ, Monday through Friday, 1:45-2 p.m. Foster is already sponsored by local advertisers on 10 stations of the Mutual network, five times weekly at 2 p.m. Agency for Loose Wiles is Newell-Emmett Co., New York.

CLAY MORGAN, assitant to the president of NBC, is in West Side Hospital, New York, under observation for an appendicitic operation following an attack last Tuesday.

WPB RADIO CHIEF

FRANK H. McINTOSH

Radio Operations Of WPB Changed

Functions Are Transferred To Communications Unit

WITH THE conversion of the radio receiving set industry to war production, all radio functions of the War Production Board are being transferred to the Communications Branch, headed by Leighton H. Peebles, it was learned last week.

Consolidation of such radio activities under the Radio Section, headed by Frank H. McIntosh, prominent broadcasting and communications engineer, now is taking place. The order effecting the consolidation became effective May 1 and personnel of the other sections are being interviewed with a view to placement in the single unit.

The transfer is from the Durable Goods Branch to Mr. Peeble's Communications Branch and includes receivers and tubes, as well as the old functions relating to all types of wire and radio communications equipment.

Mr. McIntosh is on indefinite leave from the Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia, of which he is technical supervisor. He assumed office April 24, succeeding Dr. C. M. Jansky Jr., who resigned about a month ago to become civilian radio expert with the Army Air Forces [BROADCASTING, April 27].

With the consolidation of WPB radio activities, all radio and communications problems within WPB, except those under the authority of the production division's radio section, headed by Ray Ellis, are placed under Mr. Peebles. The Ellis branch continues its principal function of expediting conversion of radio manufacturers to the production of specialized equipment required by Army, Navy and lend-lease, and promotion of sub-contracting of war orders.

Some of the Durable Goods Branch group's staff are now at work under Mr. McIntosh. The enlarged radio section will handle appeals of manufacturers of receivers, vacuum tubes, and other apparatus, as well as functions previously assigned. Appeals made to the Durable Goods Branch will be continued over to the Communications Branch.

The reorganization followed the April 22 general suspension of civilian radio production, leaving few remaining civilian problems except replacement tubes and parts. The radio section is now principally occupied with the problem of adequate replacement parts under the new A-3 rating order both for broadcast stations and communications. The radio section of the Durable Goods Branch has been under Robert C. Berner. Mr. Berner, it is understood, will remain in Durable Goods and not join the Peebles branch.

Katz and Larson Acquiring WWDC

Agency Men to Get Capital Local for About $110,000

SALE of WWDC, Washington's newest local, to Joseph E. Katz, president of the Baltimore advertising agency of the same name, and G. Bennett Larson, supervisor of production of daytime radio of Young & Rubicam, New York, for approximately $110,000 was consummated last week, subject to FCC approval. The application for transfer of 100% of the stock by Stanley H. Horner, automotive dealer; Dyke Cullum, former Texas automotive man, and Edwin M. Spence former manager of WBAL, Baltimore, will soon be filed with the FCC.

Mr. Larson

Under the transaction, Mr. Katz would acquire 195 shares of the 250 shares; Mr. Larson 50 shares or 20%, and Charles M. Harrison, financial aide to Mr. Katz, 5 shares. Mr. Larson would become manager and leave his New York agency post.

Stock Holdings

WWDC began operation about a year ago, with Mr. Spence as general manager. It operates on 1460 kc. with 250 watts power at its main transmitter, plus a 100 - watt synchronized booster. Messrs. Horner and Cullum each own 40% of the station and Mr. Spence 20%. Mr. Cullum had instituted litigation regarding the station operation and has not been active in its direction.

Mr. Katz

Mr. Katz, whose agency places a substantial amount of radio business, owns minority interests in WCAO and WFBR, Baltimore. Mr. Harrison also holds small interests in the same stations.

Left to right

C. B. DONOVAN, Secretary
Charles W. Hoyt Co., Inc.

LESLIE H. PEARD, JR., Sales
Manager, Station WBAL.

W. P. SMITH, Radio Director
Charles W. Hoyt Co., Inc.

GULDEN'S MUSTARD KNOWS *Business in Baltimore* IS GOOD!

"Since 1940 the Gulden salesman in Baltimore has always been requesting the use of radio," states Mr. Donovan. "Finally a decision was reached to use WBAL on a test campaign of 13 weeks. The results, sales-wise, were so encouraging that for the 1941-42 campaign WBAL was again employed as a sales stimulus."

WBAL with its 50,000 Watts has proved itself to be an excellent sales help to Charles Gulden, Inc. It can be an important factor in strengthening your business in the Baltimore area, too.

WBAL
50000 WATTS
BALTIMORE
PENNSYLVANIA
MARYLAND
VIRGINIA
ONE OF AMERICAS GREAT RADIO STATIONS

Supply of Vinylite Put Entirely Under Allocation Control

Transcription Industry Not Affected for Next Month

THOUGH vital to the transcription industry, the plastic Vinylite is now entirely under direct allocation control of the War Production Board under an amendment issued April 29. In fact, all rubber substitutes of the general type of Koroseal and Vinylite are subject to this restriction (Amendment No. 2 to Order M-10).

As reported in BROADCASTING April 20, at the time of the shellac order, Vinylite is a critical wartime material. As used in the production of transcription records, its properties resemble those of shellac. That is largely because its content of vinyl chloride is about 85% or less. But as the content of vinyl chloride is increased the substance takes on characteristics of rubber.

Transferred by WPB

At least for the next month, the status of the transcription industry's supply will not be changed, according to the WPB. Although the industry is optimistic at present, future military needs are beyond positive definition. WPB officials refused to comment on the future of Vinylite, but it was noted that Vinylite has been removed from the jurisdiction of the chemical section of the WPB and placed under control of the synthetic rubber section. This would seem to indicate the increasingly critical position of the substance in view of the admitted shortage in production, it was suggested.

Although it was first stated the phonograph record industry did not use Vinylite at all, it has been learned that some of the better records are made with the substance. While this use is admittedly small, it is problematical whether even this small supply will continue beyond the current month.

As originally issued in June, 1941, and amended in December, 1941, it included "only polymerized vinyl chloride and its co-jolymer with vinyl acetate containing 92% or more of vinyl chloride." This latest amendment brings under the restrictions "all copolymers of polivinyl chloride and all co-polymers and polymers of vinyl chloride.

This restriction was imposed, according to the WPB, because the current demand for these types of rubber substitutes for essential uses exceeds the total production. This amendment seeks to prevent the use of these materials for such miscellaneous civilian items as raincoats, shower curtains, etc.

Under this order no deliveries may be made except by specific direction of the director of priorities. Furthermore, no person may accept delivery of the substance in violation of this restriction. At the start of each month, the director of priorities will issue to all producers specific directions covering deliveries of polivinyl chloride which they may make during that month. According to the WPB, these directions will be made primarily to insure defense needs and to provide an adequate supply for essential civilian supplies.

All such assignments are made at the discretion of the director of priorities without regard to any preference rating designed to particular contracts or orders.

Telegrams were sent to producers April 28 notifying them of the new definition of polivinyl chloride. Under the original terms of the order, M-10, all customers are supposed to be notified of the requirements of the order but the failure to give such notice does not excuse any person from the obligation of compliance.

RADIO SPEEDS TOOL OUTPUT

Industrial Firm Uses Program as 'House Organ'

To Serve Employes and Families

UTILIZING radio as a "live house organ" in a general worker-morale program, the Independent Pneumatic Tool Co., Aurora, Ill., an industrial concern engaged entirely in war work, has embarked on a series of radio programs broadcast primarily to its employes and their families two evenings a week on WMRO, Aurora.

The programs consist of delayed-broadcast interviews with employes, transcribed in the shop and with their families transcribed in the home.

In addition, interviews with former employes now in the armed forces are also broadcast. This was arranged by instructing the former employes to go to the radio station nearest their camp, and to transcribe an interview with the local announcer using questions provided by the company as a guide. "The stations have been extremely cooperative in this venture," C. N. Kirchner, advertising manager, said.

The series of broadcasts is designed to demonstrate the importance of the work of the individual employe in beating production goals, and the pride of his family in his contribution to the war effort. The importance of the boys back in the shop giving production support to their co-workers now in the armed forces is also emphasized through the interviews with the former employes in the service.

The general program, called "Produce the Plus", is patterned somewhat after the highly successful RCA "Beat the Promise" worker-morale campaign, and suggests many similar possibilities by other industrial concerns.

United Vitamin Back

UNITED VITAMIN Co., Chicago (anti-gray hair vitamins), has resumed test campaigns with one-minute spot announcements on WIBC, Indianapolis; KMA, Shenandoah; KWTO, Springfield, Mo. Agency is First United Broadcasters, Chicago.

CANADIAN VISITORS last week were 15 U. S. radio executives who were conducted on a 4-day tour of Canadian army camps, training schools, airplane and munitions plants and Government offices. At the Canadian Army Trades School, Hamilton, Ont., some members of the entourage jammed a jeep for their picture: Front seat (l to r): H. R. Baukhage and G. W. Johnstone, BLUE; Rear seat (l to r): Cesar Saerchinger and Clay Morgan, NBC; Larry Lowman, CBS. Standing behind tire, Comdr. T. A. M. Craven, FCC. Behind Lowman, next to officer, is William Tyler, WRUL. Other members of the party were: Douglas Meservey, OFF; A. A. Schechter, and Easton C. Wooley, NBC; Daniel Russell, William Slocum Jr., CBS; Lester Gottlieb, MBS; Dave Driscoll, WOR; William Hessler, James Shouse, WLW; Peter Aylen, Daniel McArthur, Ernest Bushnell, CBC.

Federal Aid Given Nutrition Program

Radio Exploitation Is Planned During Week Celebration

EXPECTED to spur radio food advertising, the more than 20 Government agencies and subagencies interested in the national nutrition program will cooperate in plans for observance May 24-30 of the President's 1941 Nutrition Conference.

The Office of Defense Health & Welfare Services, coordinating agency in the nutrition program, expects food advertisers to take advantage of the observance for intensive promotion of their products.

Radio Exploitation

Tentative plans for the observance call for promotion of the nutrition program on many network shows with scripts being handled through the information division of the ODHWS. It is understood that negotiations with a number of the network shows have been completed.

In addition it was said that a majority of the country's stations have returned questionnaires sent out by the ODHWS and its state and county committees asking for further information on the nutrition campaign and requesting appearance on their stations of nutrition experts working out of the ODHWS [BROADCASTING, March 23].

At the ODHWS it was said that many of the stations had also requested scripts prepared by its information division and that these given on sustaining time should intensify interest in any other food advertising carried by the stations.

JOINT WAR SERIES WILL CLOSE MAY 9

THE 13-week schedule of *This Is War!* broadcasts, carried since Feb. 14 on a combined hookup of all four networks Saturdays, 7-7:30 p.m. (EWT), will be concluded with the May 9 performance and the time will be released after that date. No plans are under way to replace the show with any other governmental broadcast.

The series has been directed by Norman Corwin and produced by Hay McClinton, the latter on leave of absence from N. W. Ayer & Son. They have headquartered at NAB Washington offices. All costs have been borne by the networks, which undertook the production as a joint enterprise after it was suggested by the White House.

While the show has been subjected to considerable criticism, favorable and unfavorable, it has enjoyed a 20-25 Crossley rating and the Office of Facts & Figures, which supervised the script and was the prime mover in projecting it, has expressed satisfaction with the job it has done.

WCNW Now WLIB

WLIB, Brooklyn, formerly WCNW, assumed its new call letters May 1. Its shift to 1190 kc. will be effective the middle of this month, according to WLIB.

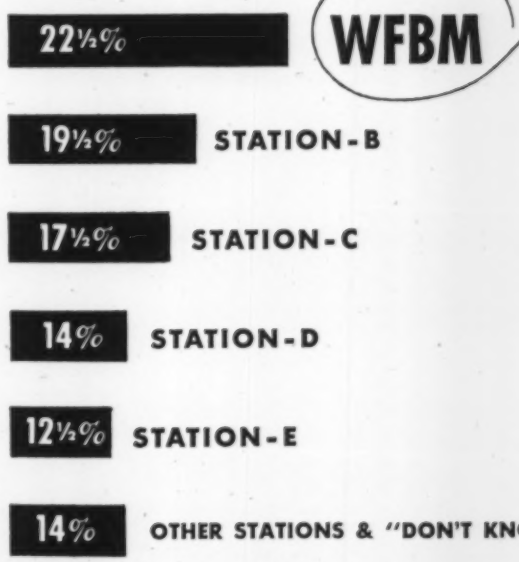
WFBM "RATES FIRST"

...say 2 more Indianapolis Advertisers after exhaustive surveys

WFBM continues to stand out like a beacon in the rich central Indiana market, holding an influential hand on the purse-strings of almost 400,000 radio families. Advertisers are quick to realize the tremendous advantage that WFBM exerts over this important area, proving with survey after survey that listeners prefer WFBM by a wide margin!

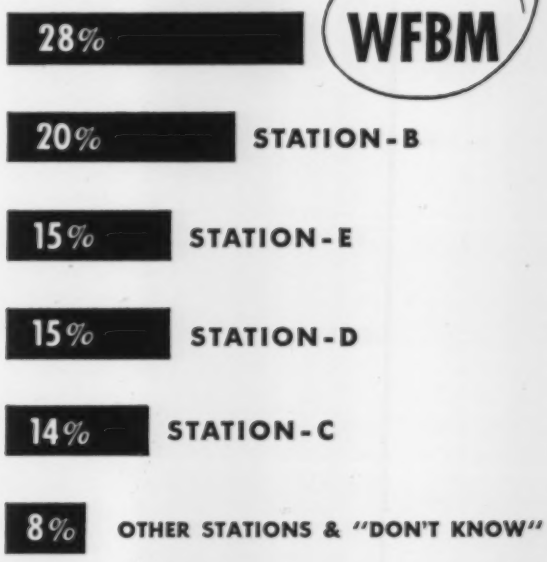
PETROLEUM COMPANY SURVEY

One of the largest gasoline and oil companies operating in the central portion of Indiana, a consistent and long-time radio advertiser, proves by spot surveys at frequent intervals that WFBM is tops in their market area. Below is a typical unbiased survey taken by their advertising department:



LOAN COMPANY SURVEY

Here again, one of the largest and most successful loan companies in Indianapolis finds that regular time over WFBM pays big dividends. Surveys taken by their own advertising department prove WFBM to be far out in front in preference rating. Here's the result of their most recent survey:



WFBM

"THE HOOSIER STATION"

REPRESENTED BY THE KATZ AGENCY, INC.

Palo Alto Group Contracts to Buy KYA From Hearst

Price of $45,000 to $55,000 For Coast Outlet Reported

PROPOSING to identify the station not only with San Francisco but with nearby Palo Alto, home of Leland Stanford U, the Palo Alto Radio Broadcasting Corp. has entered into a deal with Hearst Radio Inc. for the purchase of KYA, San Francisco, for a reported price of between $45,000 and $55,000. Application for transfer of ownership shortly will be filed with the FCC, with Grove J. Fink, Hearst attorney in San Francisco, acting for Hearst Radio and Bartley C. Crum, for the Palo Alto group.

The Palo Alto company filed application several months ago for authority to erect a new station in that community, seeking 1,000 watts daytime on 1370 kc. While the present stock setup may be different, the president of the corporation is Wilfred Davis, former manager of the San Francisco Opera who at one time was associated with Sherman Clay & Co., large San Francisco music house.

Holders of Stock

Mr. Davis was listed as 20% stockholder. Other officers and stockholders listed were: O. H. Blackman, of Palo Alto, former president of the Blackman Co., New York advertising agency, vice president, 6%; Dr. Frederick E. Terman, Stanford U professor of engineering and former president of the Institute of Radio Engineers, vice-president, no stockholdings listed; John M. Kaar, of Memlo Park, Cal., owner of Kaar Engineering Co., secretary-treasurer, 4%. Other stockholders were three Stanford professors—Dr. Harry B. Reynolds, 12%; Dr. George E. Gamble, 10%; Dr. E. F. Roth, 10%.

KYA operates with 1,000 watts night and 5,000 day on 1260 kc., and its manager is Harold H. Meyer, former manager of WSUN, St. Petersburg, Fla. Its transmitter is located on Candlestick Point at the southern end of San Francisco. It is proposed to retain the transmitter location and San Francisco studios but to install studios also in Palo Alto.

The station is one of five still held by Hearst Radio, which at one time owned about a dozen stations but several years ago began to liquidate its radio holdings. The other stations in the Hearst group, none of which is believed to be on the market at present, are WINS, New York; WBAL, Baltimore; WCAE, Pittsburgh; WINS, Milwaukee.

MORT WERNER, artist-producer of KQW, San Jose, has joined the San Francisco office of the Coordinator of Information.

AMERICAN RADIO AT ITS BEST was observed by Dr. Assis De Figureido, assistant minister of press and propaganda of Brazil (seated by microphone) during his current coast-to-coast inspection of American propaganda methods. In Hollywood he was interviewed by Chet Huntley, of the CBS Pacific Network special events staff, for *Here's the Story*. On the welcoming committee are (l to r, standing) Fox Case, director of public relations for CBS Pacific; Vick Knight, producer of the War Department's *Command Performance;* and Donald W. Thornburgh, Pacific Coast vice-president of CBS. Huntley is at the "mill".

KFPL, in Dublin, Tex., Is First Station To Suspend Due to Lack of Technicians

THE FIRST station mortality resulting from shortage of qualified operators is KFPL, Dublin, Tex. local, which has been authorized by the FCC to suspend operations for 30 days pending determination of policy on such war-born emergencies.

C. C. Baxter, owner of the independent, asked the Commission for authority to suspend operation for the duration, since he was unable to procure qualified operators. The Commission, however, issued a temporary authorization on April 20 for a 30-day suspension of operation. Another similar request now is pending, based on the same type of personnel difficulty as more and more operators are called into active service. It was expected a definite policy would be laid down by the Commission.

KFPL has operated on 1340 kc. with 100 watts night and 250 watts day. Its present authorization to suspend operation runs until May 19, but prior to that time further action will be taken. Mr. Baxter has notified the Office of Emergency Management, and probably other Washington war bureaus, that he has suspended operation by permission of the FCC, because of the shortage of technicians. He asked OEM to "please cancel all programs booked for this station" and that other Government departments be advised of his station's status.

It is estimated that approximately 20% of the technicians of stations have joined the armed forces. Small stations have been hit particularly hard, because of the economic factor. The FCC, cognizant of the increasing seriousness of the situation, has relaxed its rules requiring use of first-class operators at stations, as well as requirements governing the broadcast day. From time to time the Commission has authorized stations to reduce their hours of operation because of personnel shortages.

WCHV Ownership Realign

ROUTINE reorganization of the ownership of WCHV, Charlottesville, Va., was authorized last Tuesday by the FCC which granted consent to the assignment of license and permit from Community Broadcasting Corp. Principals are the same, with Charles Barham, present owner of the station, dissolving the corporation and forming a partnership with Emmalou W. Barham, his wife, doing business as Barham & Barham.

Dwight-Edwards Spots

DWIGHT-EDWARDS Co., San Francisco (Nob Hill coffee) recently started a spot campaign on 20 stations in key markets throughout the country, using 35 and 50-word announcements approximately 10 times weekly. Agency is McCann-Erickson, San Francisco.

ESSO TO SPONSOR MILITARY TRIBUTES

AS A PUBLIC service to armed forces overseas and as a tribute to the more than 1,000 Esso men now in uniform, Esso Marketers on May 4 starts a series of special quarter-hour newscasts seven days a week on NBC's international stations, WRCA and WNBI in New York, and WBOS, Boston.

Similar to the *Esso Reporter* domestic and Latin American news reports, the shortwave version, to be heard daily at 1 p.m. (EWT), will use United Press news for the first five-minute summary of international events. This will be followed with five minutes of domestic news with emphasis on hometown names and events, and five minutes of sports news. The live series, one of the first sponsored news programs for troops overseas, joins the list of 19 regular programs transmitted around the world by NBC's shortwave stations via transcription.

According to Marschalk & Pratt, New York, agency handling the Esso account, the commercials will be limited to brief institutional reminders and greetings to Esso men serving in the Army, Navy or Marines.

'Pluggers' Restricted

TO ELIMINATE difficulties which have arisen in the busines of song-plugging, C. L. Menser, NBC program manager, on May 4 has put into effect a set of rules on the daily clearance of musical numbers. All information on clearance of numbers of the NBC music library will be made available between 2 and 4 p.m. by Thomas Belviso, NBC music division manager, to a single officially delegated member of the Music Publishers Contact Employes Union, Local 22102, AFL. The Library will be restricted, so far as union members are concerned, to this official representative. Also effective May 4, the rule regarding lapse of time between duplication of numbers played—now three hours—will be put on a two-hour basis, for both commercial and sustaining programs.

Toscanini To Return

ALTHOUGH NBC could offer no confirmation last week of the report that Arturo Toscanini would return next season as conductor of the NBC Symphony Orchestra, it is understood that arrangements have been completed between the conductor and that network. Toscanini will return as conductor of the New York Philharmonic Orchestra for the first two weeks of the 1942-43 season.

Religious Spots

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), formerly a heavy user of network time, is sponsoring a thrice-weekly half-hour transcribed version of the program, *Haven of Rest*, on 21 stations and will expand, utilizing an extensive list in the Midwest and East. Current list, placed direct, includes KRNR KROY KPQ KPAS KERN KFRE KGB KQW KVEC KWIL KORE KFJI KEX KOY KOOS KVOS KOL KMO KIT KFEL WMBL

Purdy, Fix, and Bulletin Index Photos

A band plays . . . whistles scream . . . workmen cheer, and a Navy sub-chaser slides down the ways to the narrow Ohio, three hundred miles from the sea! What! An ocean-going fighting craft . . . built and launched but a rope's length from teeming, tumultuous Pittsburgh . . . 315 miles inland from its salt-water destination? Precisely!

KDKA, Westinghouse in Pittsburgh, was alert to the drama of the event, so important to the Nation's war-effort . . . aware of the opportunity to transmit the thrill of the launching to millions of listeners. So, KDKA was on deck to broadcast the ceremonies, including the award of the All-Navy "E" to the Dravo Corporation, which goes down to the sea in ships . . . via Pittsburgh!

Some call it "showmanship". . . this reportorial sixth-sense that puts a man and a mike where things happen. Westinghouse Stations prefer to think of it as alertness, awareness . . . a chance to deliver a *plus* to audience and advertiser alike, whenever and wherever possible.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • WBZ • WBZA • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

A Timebuyer Thinks of Radio Selling

And Wonders Why There Aren't More Department Stores on the Air

By LINNEA NELSON
Timebuyer, J. Walter Thompson Co.

MANY department stores have successfully used radio, and why there aren't more on the air is often a puzzle to the radio world. Personally, I've always thought that getting today's ad in tomorrow's newspaper left little time for the serious study and consideration of a new advertising medium.

For radio advertising today is not the unknown factor it was several years ago. It can and does sell everything—it sells the very products that department stores promote—from drugs and cosmetics to clothing and household appliances.

National advertisers, who use radio year after year to promote such products, know exactly what to expect, and can frequently estimate the results of sales and offers in advance. They know from experience that radio moves merchandise, and they continue to use it as an essential part of their advertising campaigns.

Many department stores may have shied away from radio because it is an unfamiliar medium—to them at least. They have used newspapers year after year. They are used to thinking in terms of mechanical layout, illustrations, display and cost-per-line.

What They Want

Yet a department store's experience in other forms of advertising may be easily applied to radio. In fact, many of today's best radio people gained their early experience in other forms of advertising, and achieved their success by combining sound advertising knowledge with a new and interesting medium of presentation.

The use of radio in various ways has taught advertisers what the people want—and what better time is there to advertise what you have to sell than when you have the people's attention. Today's attention to radio news programs and air raid warnings is testimony to the radio's large audience.

What better description can you give of an item to be sold than a verbal one which your listener can visualize to fit her personal needs. Talk about a household appliance, or any item, and the listener can see it as an essential purchase, and picture the item to suit her particular desires.

The tempo of a radio campaign must be geared to fit the store's reputation . . . if your specialty is a bargain basement you want the workers to whom price is the main object; and if you've specialized only in quality and your clientele considers money secondary, you must reach them. If you're the middle-class store, the problem is equally simple.

First we consider *the job to be done, the area to be covered* and *the size of the advertising budget*. Will we advertise specific items or mainly the character of the store? Most printed advertising covers specific items—an indication that this might prove most profitable. This leads to program discussions: Will short announcements of 100 words to one minute do the job; or a five-minute personality program; or perhaps 15 minutes or longer.

Perhaps it should be an entertainment program to build up a regular audience (just like knowing which department store's ad you can find on a certain page of which paper) so that your potential customers know where to find the values when shopping.

The Sales Message

In considering the type of sales message—whether announcements or programs—a decision must be made as to whether everything will be "live" or "transcribed". Stations are prepared to develop, at a nominal cost, programs of transcriptions or records from the libraries to which they subscribe, and to these may be added the live commercials.

On announcements, when read by the local staff announcer, there is usually no additional charge; the station's overhead is included in the time rate. Some (but not all) news programs may also be bought for nothing more than the station time cost; but a charge is made for regular talent. If a live talent program is decided on, charges are dependent on the station supplying the talent and frequently on American Federation of Radio Artists and musicians' union rulings.

Purchasing a "package" unit including both time and talent from the station will keep you from getting involved in many details that the stations are well equipped to take off your hand. With live announcements or programs it is possible to have up-to-the-minute publicity on the day's special sales.

Type of Audience

A store desiring a special novelty theme might have electrical transcriptions made for use at the opening and close of each program. Or the instantaneous recordings might be considered for interviews or special voices that are not always available on a live basis. Prices vary from about $50 for a transcription that may be used many times to about $5 for an instantaneous recording that can be used only one or two times.

When some of the program ideas have been settled, the decision must be made as to the radio station to be used. You either now know, or can learn quickly, the type of audiences to which the various stations in your city appeal. Therefore, if it is your first attempt at placing radio advertising, you will want to ask the representatives of the various stations to call on you and discuss with each of them enough of your problem to help give you the necessary information.

It is necessary to study each station's programming, audience surveys, coverage surveys, management and personnel. The power and position on the dial (wavelength) are important factors. Unless a station is so extremely popular that some waste circulation won't matter, you will want to use the one with the majority of its audience within the area you can serve profitably.

Cost-Per-Sale

Radio homes in the area covered by the stations (pared down to the territory in which you are particularly interested) lined up against the rates, can give you an approximate cost-per-thousand radio circulation—which again must be weighed carefully against the station's programming and general popularity. Total costs, while important as far as the advertising budget is concerned, should not be discussed until preliminary plans as to objective, program and station have been worked out. The campaign that seems at first most expensive may prove to work out at the lowest cost-per-sale.

Look over a list of the station's present advertisers and find out how long each has been on. This will help you decide whether you're with the right group . . . and if radio sells for them why can't it sell for you?

Investigate thoroughly the history of each station's advertisers and their success. Find out what the station regularly does and can do for you in the way of publicity—because if the station has the right publicity and merchandising division it won't take long for the public to know you're on the air.

Available time is then given thorough but fast study—"fast" because if it's too good it won't last long! And it's always better to find yourself on the number two station next to the public's number one program than on the number one station opposite that number one program!

Of course you can't sit down and work out all the preliminaries in one day . . . but once you get the time bought and the series running you can announce that new showing or special sale almost as soon as you think of it.

Most of your local radio station managers have been on the job for a long time, and their success in the community is the result of many years of satisfied advertisers.

Don't expect radio to turn handsprings and produce astonishing results by the use of a few announcements or a short series of programs. Getting established on the right station, at the right times and with the right type of sales message takes a little time—and once you get the taste of it, you'll stay forever!

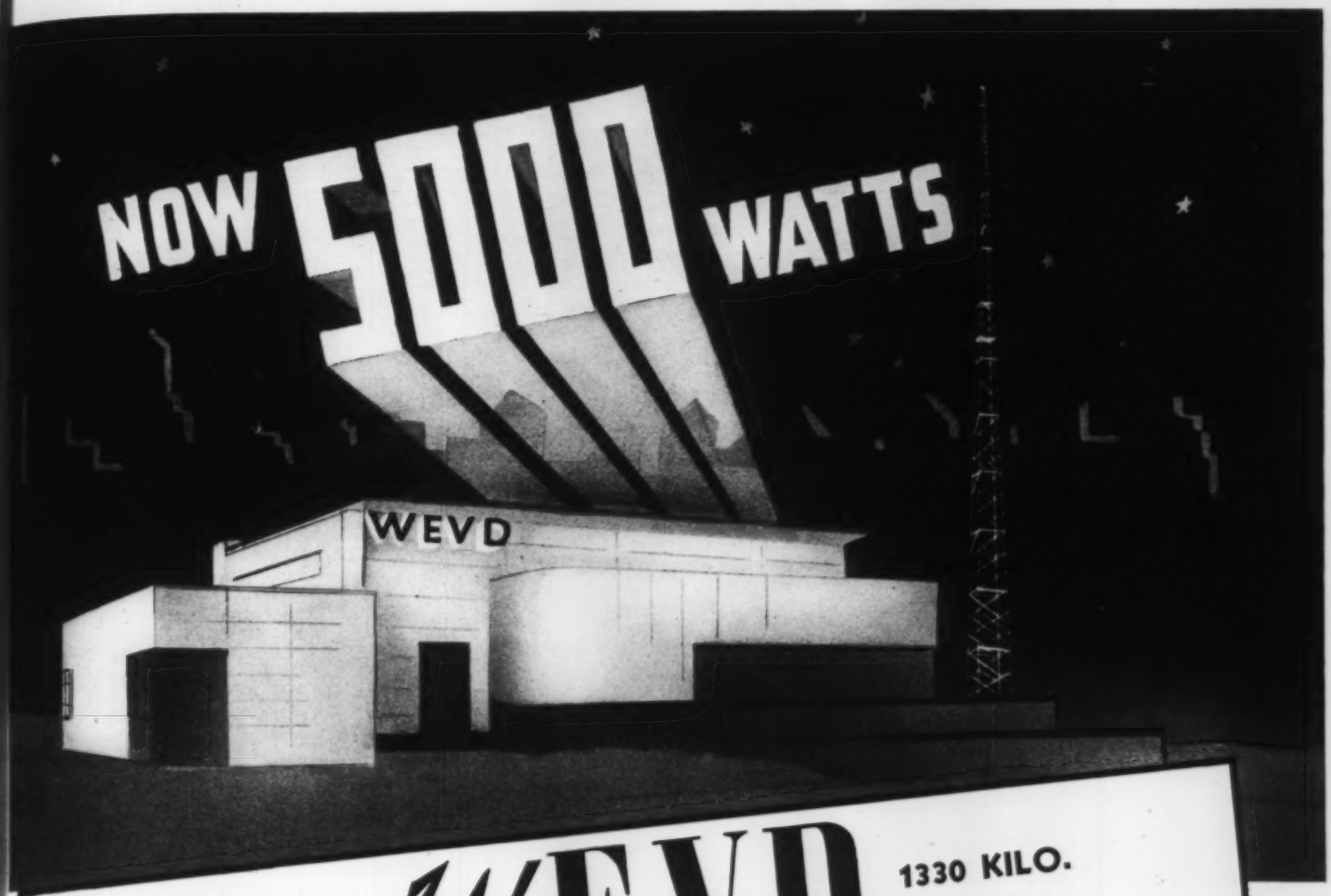
SHE KEEPS HOUSE AND BUYS TIME

A HOUSEWIFE whose hobbies are dressmaking and decorating, and yet whose brilliant business career has enabled her to buy more radio time than almost any other individual in the country, is Linnea Nelson, author of this article and timebuyer for the J. Walter Thompson Co., one of New York's largest advertising agencies.

Beginning a well-rounded advertising career in the publication field, she travelled many of the by-ways of retail advertising and printed media before joining JWT over 14 years ago. Since then she has placed the radio campaigns—both time and talent—for clients like Standard Brands, Lever Bros., Kraft Cheese, Kelloggs, Shell Oil and dozens of others, large and small, with a skill that has won the admiration of thousands of radio salesmen, coast to coast.

Since 1931 she has been Mrs. William H. Kleinhans, a "typical consumer" who has perfected the art of shopping by telephone or mail by following carefully both printed and radio advertising. Long experience and a mastery of advertising fundamentals have enabled her to develop a technique that is disarmingly simple, direct—and resultful.

In this article she sounds the keynote for the department store panel to be conducted at the NAB convention in Cleveland by the National Retail Dry Goods Assn.



5000 WATTS **WEVD** 1330 KILO.

NEW YORK'S STATION OF DISTINCTIVE FEATURES

Tops To Millions

Through its carefully selected, cultural, educational and entertainment features in English, Jewish and Italian, WEVD has become the first station of interest to millions of persons in the great New York Metropolitan Market. Leading New York newspapers regularly print WEVD's programs, and WEVD's programs consistently make the feature boxes.

Year After Year

Proof of the sales building power of WEVD is found in the long list of advertisers who use it consistently year after year. The roster of WEVD's advertisers reads like a list of "Who's Who" in national advertising—proof that those who wish to completely cover the metropolitan New York Market must include WEVD. "*Who's Who on WEVD*" will be sent on request.

Henry Greenfield, Managing Director,

WEVD, 117-119 West 46th St., New York, N. Y.

Broadcasting play-by-play

the games of the Pittsburgh Pirates

... every day to 276,000 radio homes in three states

Sponsors: Atlantic Refining; General Mills

WMBS

590 KILOCYCLES · UNIONTOWN, PA. · CBS

REPRESENTED BY THE RADIO ADVERTISING CORPORATION

CBS to Inaugurate Latin Network in May 19 Ceremony

Officials of Nations Are to Participate in Dedication

FULL SCALE operation of the CBS Latin American network will begin May 19 with a dedicatory program to be broadcast to the entire CBS domestic network as well as to the 76 stations making up the CBS "Cadena de las Americas", acording to William S. Paley, president of CBS.

Leading Government officials of the United States and other countries will participate, as well as Hollywood stars and artists who are to be featured in the regular schedules of CBS Latin American programs.

Delays Overcome

Although CBS had originally planned to open the network earlier in 1942, production difficulties due to the war caused unavoidable delays. The increasing strategic importance of Latin America's position in the world conflict and the unified spirit at the Rio de Janeiro conference hastened the network's decision to push the new system into quick operation.

During the first two months of this year, CBS completed work costing more than $500,000 on its three international stations, WCBX and WCRC, both operating on 50,000 watts, and WCDA, with 10,000 watts. Eight directional antennas capable of 19 different broadcasting combinations, or two to three frequencies for each antenna, also have been constructed to serve the Latin American chain. From early afternoon to nearly midnight, the three CBS transmitters have been testing programs for affiliate stations of the new network, which are re-transmitting them to regional listeners in Latin America.

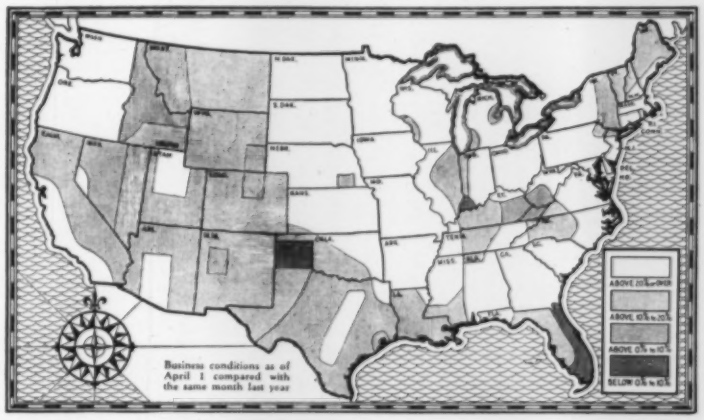
Fulltime staff assembled for the Latin American network is under the supervision of Edmund A. Chester, who resigned from AP to become CBS director of shortwave broadcasting and Latin American relations. Assisting him are Dr. Antonio C. Gonzales, former U. S. Minister to Panama, Ecuador and Venezuela, and William H. Fineshriber, CBS muisc director now supervising shortwave programming to Latin America.

Hutcheson Returns

Terig Tucci, Argentine composer-conductor, is music chief of the new network, while artists to be regularly featured are Juan Arvizu, Olga Coelho, Alfredo Antonini, Eva Garza, and Carlo Morelli. Roberto I. Unanue is Latin American news editor, assisted by Dr. Luis Jatoba of Rio de Janeiro, head of the Brazilian section.

Guy Hutcheson, who served as radio engineer of Admiral Byrd's second expedition to the Antarctic, recently returned to New York after a 20,000-mile trip to consult with engineers of the 76 stations on reception and facilities to insure maximum radio conditions. Dan Russell is production director and plans to leave soon for Latin America as CBS field representative. Allen J. de Castro manages the sales division of the new network.

BUSINESS MAP AT END OF FIRST QUARTER



THIS MAP of business conditions as of April 1, compared with the same period last year, records the increases in consumer purchasing power in widespread areas, resulting from the rising war effort. The map is reproduced from the May *Nation's Business*, which reports that industrial production advanced to new high levels in March while commodities reached 1928 levels following further food price advances. Dollar volume of department store sales increased 26% over March a year ago, aided by an early Easter. Bank transactions rose 9%.

Join Keystone Net

KEYSTONE BROADCASTING System has added the following stations to its transcription network, making a total of 177 affiliates: WHAI, Greenfield, Mass.; WHLN, Harlan, Ky.; WLDS, Jacksonville, Ill.; WFFA, Helena, Ark.; WSKB, Macomb, Miss.; KFVD, Ft. Dodge, Ia.; WBBB, Burlington, N. C.; KWJB, Globe, Ariz.

Pepsodent in Summer

PEPSODENT Co., Chicago (toothpaste), through Lord & Thomas, that city, for the second consecutive season effective June 23 will utilize the dramatic series, *A Date With Judy*, as summer replacement for the weekly half-hour NBC *Bob Hope Show*, Tuesday, 10-10:30 p.m. (EWT). Packaged deal was negotiated by James L. Saphier Agency, Hollywood program service, holding rights to the series. Cast is now being assembled. Tom McAvity, associated with the latter agency is slated to produce. The *Bob Hope Show* withdraws for the summer following broadcast of June 16. The Hope show will make a seven-week tour of military camps and bases starting May 5.

Leniency Possible In Rationing of Gas

Special Events Assignments To Get Consideration

ALTHOUGH there is no blanket provision guaranteeing an unlimited gasoline supply to meet all of the needs of the radio industry, local rationing offices will carefully consider the individual needs of each registrant, according to OPA officials in Washington.

This is stated in view of reports that station employes whose work necessitates operation of their own cars in the line of duty may automatically qualify for unlimited status. Special events trucks are in no way affected, being considered commercial vehicles and thus eligible for unlimited supply.

Special Cases

According to OPA officials each registrant, in States affected by the gasoline order, should present a fair statement of his needs. Officials already realize that engineers and announcers constantly engaged in special events remote features may not be able to approximate their needs completely but they suggest that local boards may be amenable to revision in case of need.

Official opinion stressed that the order is not intended to disrupt normal functions of business. Only "joyriding" is out for the present, was the way one official put it.

Enough classifications have been provided to insure flexible supply based on the degree of need and there is no need for alarm in any quarter according to the OPA. The registration is set for May 12-14. Rationing is effective May 15 and ration books are supposed to last until July 1. Present plans don't extend beyond that date.

UNITED BUSINESS FORECAST MAP FOR MAY

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada. The figures on each side of the map are percentage comparisons of business volumes with a year ago by States and Canadian provinces, based on check transactions for the latest complete month.

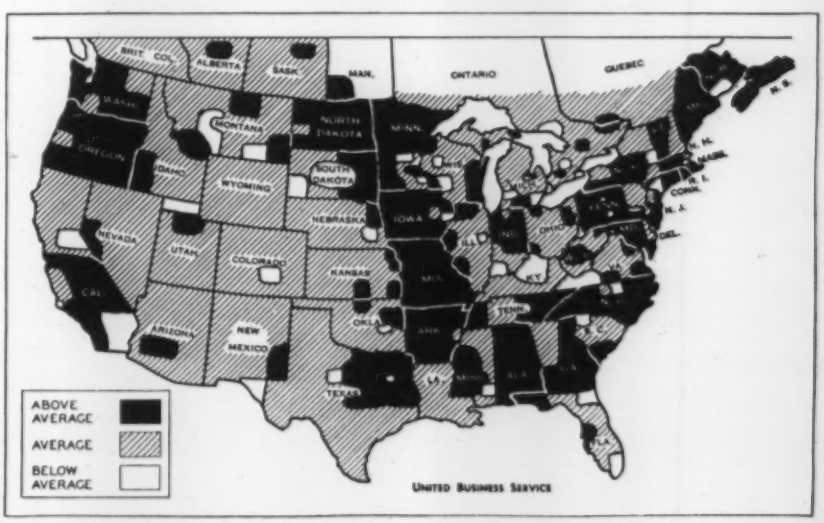
NEW ENG.
Maine... +77.7
N. H.... +15.0
Vermont. +26.0
Mass.... +11.8
R. I.... +26.3
Conn.... +39.5

MID. ATLANTIC
N. Y.... +10.5
N. J.... +30.4
Penn.... +15.0

SO. ATLANTIC
Del.... +19.7
Md.... +18.3
Va.... +19.1
W. Va.... +12.6
N. C.... +32.9
S. C.... +20.9
Georgia.. +17.9
Florida.. + 3.8

E. NO. CENT.
Ohio.... +20.0
Indiana.. +22.8
Illinois.. +38.5
Mich.... + 9.9
Wis.... +33.3

W. NO. CENT.
Minn.... +22.2
Iowa.... +28.1
Mo.... +22.3
N. D.... +21.2
S. D.... +40.3
Neb.... +27.2
Kansas .. +31.6



E. SO. CENT.
Ky.... + 7.1
Tenn.... +23.8
Alabama. +39.9
Miss.... +34.2

W. SO. CENT.
Ark.... +58.3
La.... +14.6
Okla.... +33.5
Texas... +34.1

MOUNTAIN
Montana + 3.3
Idaho... +33.3
Wyo.... +14.3
Colo.... +13.8
N. Mex.. +17.0
Arizona.. +32.1
Utah.... +16.9
Nevada.. +37.8

PACIFIC
Wash.... +29.1
Oregon.. +21.4
Calif.... +30.8

CANADA
N. S.... +28.6
N. Brun.. +19.3
Quebec.. +18.9
Ontario.. +41.7
Man.... + 6.3
Sask.... +21.6
Alberta.. +34.1
B. Col.. +18.8

More than 10,000 miles were covered in three weeks by NBC executives on their War Clinic trip across the nation—the first of its kind in radio. Each clinic session lasted two days, the first given over to presentation of the Red Network's plan of operation for 1942, the second to give-and-take discussion of station-network problems. Map shows location of regional clinic meetings and stations represented at each.

RADIO'S FIRST WAR CLINIC IN ACTION

"We must realize that the needs and necessity of our government come first, and that our needs are quite secondary. Most certainly 'broadcasting as usual' belongs to the same limbo as 'business as usual.'"

So spoke keynoter Frank E. Mullen, NBC's executive vice-president, in opening the NBC War Clinic on March 16th in New York—the first of a nationwide series of two-day meetings held to map out a long-range program of operation under wartime conditions.

The meetings, involving a 10,000-mile three-week trip by ten NBC department heads, were held in Cincinnati, Atlanta, Dallas, Chicago and San Francisco, and attended by operators of 120-odd affiliated NBC Red Network stations.

All phases of broadcasting were studied, with forum discussions on such vital subjects as "Government and Wartime Radio," "Programming Problems of 1942," "Radio and the Press" and "The Obligations of Radio to the Public in Time of War." On the advertising side of the picture, discussions centered around the all-important subject of radio's ability to solve the wartime problems of advertisers, and realistic plans were made for integrating the commercial network structure and the network's war effort with a minimum of dislocation and a maximum of effectiveness.

Today, as a result of the Clinic meetings, the activities of NBC and the stations composing the Red Network are coordinated for fullest and most efficient service for the duration for all concerned—a service which insures even greater Red Network effectiveness for those who employ its facilities in the days ahead. National Broadcasting Co., A Radio Corporation of America Service.

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

Paul Morency, left, manager of WTIC, Hartford, chairman of the War Clinic meeting in New York, and William S. Hedges, NBC vice-president in charge of Stations, who, as chairman of all other meetings, gave station operators the overall picture of the operation of the Red Network under wartime conditions.

Roy C. Witmer, vice-president in charge of Red Network sales, speaking at the Dallas meeting, sees reason for "restrained optimism" in the 1942 outlook, citing fact that NBC's first quarter sales for 1942 showed an increase over the same period of last year.

C. L. Menser, program director, answers a question from the floor at the meeting in New York. Mr. Menser presented NBC's extensive plans for war-effort programs in the coming year.

Dr. James Rowland Angell, NBC educational counsellor, reporting on plans for gearing NBC's public service programs to the war effort.

The part that promotion must play in radio's overall war effort was outlined by Charles B. Brown, NBC sales promotion manager.

XUM

Kirby Takes Military Control Of Radio Branch in the Army

Commissioned a Lieutenant Colonel, He Announces Expansion Including Office in New York

COMMISSIONED a lieutenant colonel in the Army,, Edward M. Kirby, former public relations director of the NAB, last Wednesday assumed military in lieu of civilian direction of the radio branch of the War Department's Bureau of Public Relations. His duties remain unchanged. The commissioned rank was requested by Maj. Gen. A. D. Surles, chief of public relations.

Col. Kirby

Col. Kirby has been on loan from the NAB since December, 1940, at which time the Army requested him to organize its new radio branch. At Gen. Surles' request, the NAB board approved his severance from the trade association last March, effective with his commission. At 35, he is one of the youngest lieutenant colonels in the Army.

New York Office

Following his swearing in, Col. Kirby announced several expansions in radio branch activities. A New York office has been opened under Robert C. Coleson, administrative officer of the radio branch, to handle New York program clearances and productions for the Army. As chief of the New York office of the radio branch, Mr. Coleson will supervise production of *The Army Hour*, and *Command Performance*, transcribed programs for the forces abroad, and advertising agency and network clearances for special programs.

Appointment of Ted Husing, CBS sports announcer, and Bill Stern, NBC sports specialist, as consultants to the radio branch, was announced. They will alternate weekly on a new 15-minute program, *Grand Stand Seat*, to be shortwaved to expeditionary forces. Private Bill Davidson, former NBC script writer, is handling scripts, as he did for Mr. Stern at NBC.

Another program innovation titled *News From Home* has been evolved as a 30-minute daily feature, to be broadcast on all international shortwave beams for forces in remote areas, Col. Kirby announced. Lou Cowan, owner of *Quiz Kids*, is the radio branch's consultant in development of this program, in cooperation with the Office of the Coordinator of Information to which he has been loaned part-time.

Two new features on MBS also have been worked out in collaboration with the War Department, to begin shortly. One will be the *Chapel Hour*, featuring religious services at Army encampments, to be produced by the Army and fed to the network; and the second an evening program, *Passing in Review*, an itinerant camp presentation featuring Army talent. Precise time has not yet been selected.

With the transfer of Mr. Coleson to New York, his post as administrative officer of the radio branch in Washington has been taken over by Brooks Watson, former assistant manager of WMBD, Peoria.

Col. Kirby, as a "dollar-a-year-man", was loaned to the Army officially in December, 1940, but continued his public relations duties at the NAB on a part-time basis. He was instrumental in the development of a practical policy for Army-radio cooperation. In addition to several network and international shortwave programs, topped by *The Army Hour* and *Command Performance*, between 300 and 400 regular programs emanating from Army camps are carried locally or regionally, many of them without restraints on sponsorship.

Remote Services

With a staff of nearly 40, the radio branch is made up almost entirely of men exeprienced in all phases of broadcast operation. Last year, prior to this country's entry in the war, a number of the men in the radio branch were trained for war duty through active participation in Army maneuvers.

In addition to domestic programming, the *Command Performance* development, featuring outstanding artists on the air, is performed to Army units on four continents. This phase of the branch's work, it is predicted, will stimulate development of commercial shortwave broadcasting, since the presence of American troops in far-away places for months to come is bound to result in increased remote service.

WESTINGHOUSE WINNER in a poster contest to obtain one which would emphasize the necessity of silence concerning the movement of military equipment and personnel was given this gruesome skull. The contest was sponsored by the Westinghouse stations, WBZ & WBZA, Boston and Springfield, for the First Corps Area comprising New England. The winner, Marguerite Miller of Chicago, received a war bond as her prize. At present she is a student at the School of Practical Art, Boston.

Wage Status of Employes in Air Raids And Blackouts Is Clarified by Ruling

ANTICIPATING labor relations problems likely to arise with respect to blackouts, air raid alarm periods and after-hours watchman duties performed by regular employes, L. Metcalfe Walling, administrator for Wage & Hour Division and the Division of Public Contracts of the Department of Labor, last Monday interpreted the Wage & Hour Division's position on these matters.

Though "war" and "defense plants" are consistently referred to throughout the statement it is understood that the Labor Department's position on civilian industry, including broadcasting, will be the same.

Pay for Protection

On the matter of employes volunteering to serve outside working hours as watchmen for protection of the plant, Mr. Walling said that if an employe volunteers his services "directly" to his employer, the time spent constitutes hours worked for which compensation must be paid. Also, if the person doing watchman duty, replaces a regular watchman "he must be considered as working for the employer and must be compensated accordingly".

However, an exception was noted by Mr. Walling. "If the employe," he said, "volunteers his services to a Federal, State or local Governmental agency engaged in defense activities, and subsequently performs watchman or air raid protection services subject to the control and supervision of that defense agency at the plant where he usually works, the time spent in these services constitutes hours worked for the Governmental agency."

Since Government agencies are not subject to the Fair Labor Standards Act, anyone acting for the agencies would not come under the requirements set up for non-Government work, it was said.

Similarly, it was added that if an employe is a member of a committee of a plant which is composed of representatives of the employer and employes "and such committee has been recognized by the appropriate governmental agency as having charge of defense activities in the plant", the time spent in watchmen duties will be considered work for a governmental agency and the employe "need not be compensated" under terms of the Fair Labor Standards act.

It was also pointed out that mere supervision by the employer of performance of the duties would not alter the situation "so long as the volunteer is responsible to the governmental agency or to the recognized committee for his appointment, hours of work, and such basic criteria of the employment relationship".

Paid or Free?

Two situations which might arise regarding blackouts and air raid alarms were considered by Mr. Walling. "First," he said, "in any situation where during working hours the employe performs an activity for the employer during blackouts or air raid alarms, time spent by him on the premises of the employer must be considered hours worked for which the employer must make compensation."

It was clarified that an employe will be considered as "performing an activity for the employer" if he does such work as standing by with a sand bucket, acting as a "spotter" or "watching" fires.

On the other hand, it was said time spent during the blackout or alarm was not to be considered as hours worked if the employe is free to leave the plant or to go to shelters either on the premises or to a community air raid shelter.

Time spent by employes at air raid protection training programs attended voluntarily, will not be considered as hours worked, Mr. Walling said. "This opinion," he said, "is limited to situations where there is a bona fide training program rather than the performance of a recruiting service for the employer."

Mr. Walling also dealt with situations where an employer may wish to donate time or proceeds to Red Cross or other welfare work, stating that the employer cannot contribute the employes' time or compensation. The employee must do this voluntarily, Mr. Walling said.

Payroll allotment plans for purchase of war bonds and stamps must also be contributed to "voluntarily" by employes, he stated.

Griffin Signing

GRIFFIN MFG. Co., Brooklyn (shoe polishes), has signed new contracts with three stations and has renewed its campaign on seven stations since April 11. The company has signed for news programs on WGN, Chicago; announcements on WWJ, Detroit, a quarter-hour transcription, *Musical Clock* on WOW, Omaha. Renewal contracts are: WGY, Schnectady; WGR, Buffalo; KMOX, St. Louis; WDAF, Kansas City; WHEC, Rochester; KXYZ, Houston, Texas; and KRIS, Corpus Christi, Tex. Agency is Bermingham, Castleman & Pierce, New York.

SELL IT WITH MUSIC ON

"SAY IT WITH MUSIC"

WJZ'S NEW ALL-NIGHT ALL-MUSICAL PROGRAM

"SAY IT WITH MUSIC"

Here's a program that makes more of music than any other all-night show. Exclusively musical are time-signals, station-identifications, *commercials*. The only spoken words are the short but complete hourly news summaries.

"SAY IT THRIFTILY"

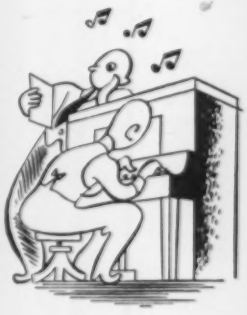
$400 buys 35 one-minute spots a week . . . five a night for seven nights! (Lesser frequencies are available.) You'll be reaching the world's richest market over WJZ's powerful signal for as little as $11.43 per spot...$11.43 never bought so much before!

"SELL IT WITH MUSIC"

Yes, sell your product to an all-night audience that's bigger and *richer* than ever . . . an all-night audience that's growing every night as more and more war industries hit 24-hour operation.

"SAY IT NIFTILY"

That talented twosome—Kent-Johnson—will create your musical spot—*at no extra cost* (except charges for recording and talent). The team that made America musical-spot-conscious . . . that set long-remembered sales records with their easily-remembered musical jingles will SELL IT and "SAY IT WITH MUSIC"—for you!



WJZ

NEW YORK'S FIRST STATION

50,000 WATTS · 770 KC

Alan Kent and Ginger Johnson — creators of the famous Pepsi-Cola jingles, the Lucky Strike, Armour, Bond, and other famous musical spots—are available without extra charge to advertisers on "Say It With Music."

Ruling Is Released On Minimum Hours

FCC Alters Requirements To Relieve Shortages

SPURRED by the shortage of trained personnel in the broadcast industry as well as the exacting exigencies under which war conditions have placed radio, the FCC took another step toward easing the problem by announcing last Tuesday that the minimum operating schedule requirements for stations would be relaxed.

The ruling waives Section 3.71 of its rules that heretofore had required a station to operate two-thirds of its authorized day hours between 6 a.m. and 6 p.m. and had required two-third operation of night hours between 6 p.m. and midnight. Now the rule has been changed so that operation is required two-thirds of the authorized hours anytime between 6 a.m. and midnight each day except Sunday.

Permits Adjusting

Thus the licensee is allowed to adjust his operating schedule according to his requirements now that the two-third rule covers the entire broadcast day and is not specifically confined to two-thirds day and a similar period at night. The FCC in announcing the relaxation cited its value in assisting stations to meet personnel problems, in extending the life of equipment and reducing maintenance requirements, but without reducing the operating schedule below a reasonable minimum.

This step follows the Commission's recent Order 91 and 91-A which had relaxed operator requirements [BROADCASTING, April 30], and which further indicates the government's desire to alleviate the industry's personnel shortage.

The text of the operating schedule Order 94 follows:

It appearing that the demand by the military services has decreased the supply of trained personnel available for operation of broadcast stations, and

It appearing further that there is a scarcity of materials required for the maintenance of broadcast stations and that the relaxation of Section 3.71 of the Rules and Regulations with respect to minimum operating schedule for broadcast stations will serve the public interest,

Now, therefore, it is ordered that until further order of the Commission, the provision of Section 3.71 of the Rules and Regulations requiring the licensee of each standard broadcast station, except Sundays, to maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, be, and it is hereby waived, and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be two-thirds of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, provided, however, that Section 3.71 of the Commission's Rules and Regulations governing Standard Broadcast Stations shall remain in full force and effect except as waived in this order.

CKNB Campellton, N.B., has changed its frequency from 1240 to 950 kc., and increased power from 100 to 1,000 watts, according to an announcement of the Radio Division, Department of Transport, Ottawa.

SOAP OPERA again honored [BROADCASTING, April 27] is *Vic & Sade* designated by the Chicago Federated Advertising Club as Chicago's best daytime network program. It is sponsored by Procter & Gamble, Cincinnati, for Crisco. Chairman of Awards, J. R. Norris (right) western manager of *American Magazine*, makes the presentation. Sharing the honors (l to r): Harry C. Kopf, vice-president of NBC Chicago; Art Van Harvey (Vic); William Ramsey, radio director of Procter & Gamble Co.; Bernardine Flynn (Sade); Paul Rhymer, author, and Mr. Norris.

NBC 'Domination' of the NAB Disclaimed in Trammell Letter

Says M&O Stations, However, Deserve Privileges Shepard Would Limit Rights of Networks

LASHING out at those who have made "the senseless charge that the NBC has ever dominated the NAB or that it seeks such domination," Niles Trammell, NBC president, last week outlined in precise detail his views concerning future participation of NBC in activities of the trade association.

In a letter to F. M. Russell, NBC Washington vice-president and NAB board member, Mr. Trammell set forth for the first time the position officially taken by the network with respect to trade association membership and participation.

Rights of Network

Under instructions from his chief, Mr. Russell transmitted copies of the letter to all members of the NAB board for consideration prior to the convention in Cleveland May 11-14, at which several alternate proposals governing network membership in the NAB will be considered. Mr. Trammell now is in Florida recuperating from effects of an abdominal operation performed several months ago. He is not expected to attend the convention.

Mr. Trammell objected to active network membership in the NAB as such, but did not oppose associate membership on a nominal fee basis. Managed and operated stations of networks, he contended, should be entitled to the same privileges as any other member and should pay dues in like ratio. He opposed network membership on the board of directors as a matter of right, but insisted that M&O station officials should not be barred from nomination and election as directors both from the 17 districts and at large.

Appealing for unity, Mr. Trammell said the industry, now more than ever, needs a strong trade association. He declared he sought for NBC only that share in the industry affairs to which it is entitled. NBC's entire position in relation to the industry can be summed up in one word—"cooperation", he said.

Mr. Trammell's observations were regarded as timely in view of proposed changes in the by-laws to be voted on in Cleveland. The NAB Board of Directors, at its meeting in New York March 19-20, resolved in favor of active membership of networks as such, with dues to be paid in the income brackets into which they happen to fall. This would mean approximately $24,000 per year for NBC and CBS and about $9,000 for the BLUE. The way was left open for any national network, which would include MBS, to acquire membership.

John Shepard 3d, chairman of Broadcasters Victory Council, has proposed amendments which, among other things, would relegate the networks to associate membership and deprive any officer or employé of a network from election to the board of directors as members-at-large. There are six such members out of a present board of 26.

Other Proposals

Likewise, so-called "House of Lords" seats on the board, whereby each network as a matter of right names its own board member, would be eliminated under Mr. Shepard's proposal. Only network station managers who might be nominated from the districts in which they are domiciled would be eligible for the board, under Mr. Shepard's proposal.

Mr. Trammell, in his statement of position, in effect advised the board that he was in sympathy with the Shepard proposal, save the provision barring network of-

(*Continued on page 44*)

GMC TO SPONSOR CBS CAMP SERIES

FOLLOWING a favorable clearance by the radio branch of the War Department for a new series *Cheers From Camp*, it was announced the show will be sponsored by General Motors Corp., Detroit, Tuesdays, 9:30-10 p. m. (EWT), on an undisclosed number of CBS stations.

The hour program will emanate from various Army camps through the cooperation of the War Department and USO. Format will be aimed to link the men in training with the folks back home. Reports on production phases will be given the soldiers as well as reassurance that war implements necessary for victory are being rushed to them.

In collaboration with the radio branch, General Motors will keep two production crews on the road in advance of each program. Crews will consist of writers and producers who will gather first hand information each week on the camp to be featured prior to writing that camp's show.

GREGORY IS NAMED AS WEAF MANAGER

SHERMAN D. GREGORY, manager of NBC operated stations, has been appointed manager of WEAF, New York key station of NBC, it was announced last week by William S. Hedges, vice-president in charge of stations. Mr. Gregory will henceforth serve in both capacities. Cecil Carmichael, who recently left WLW, Cincinnati, to join NBC as assistant manager of operated stations, will also act as assistant manager of WEAF.

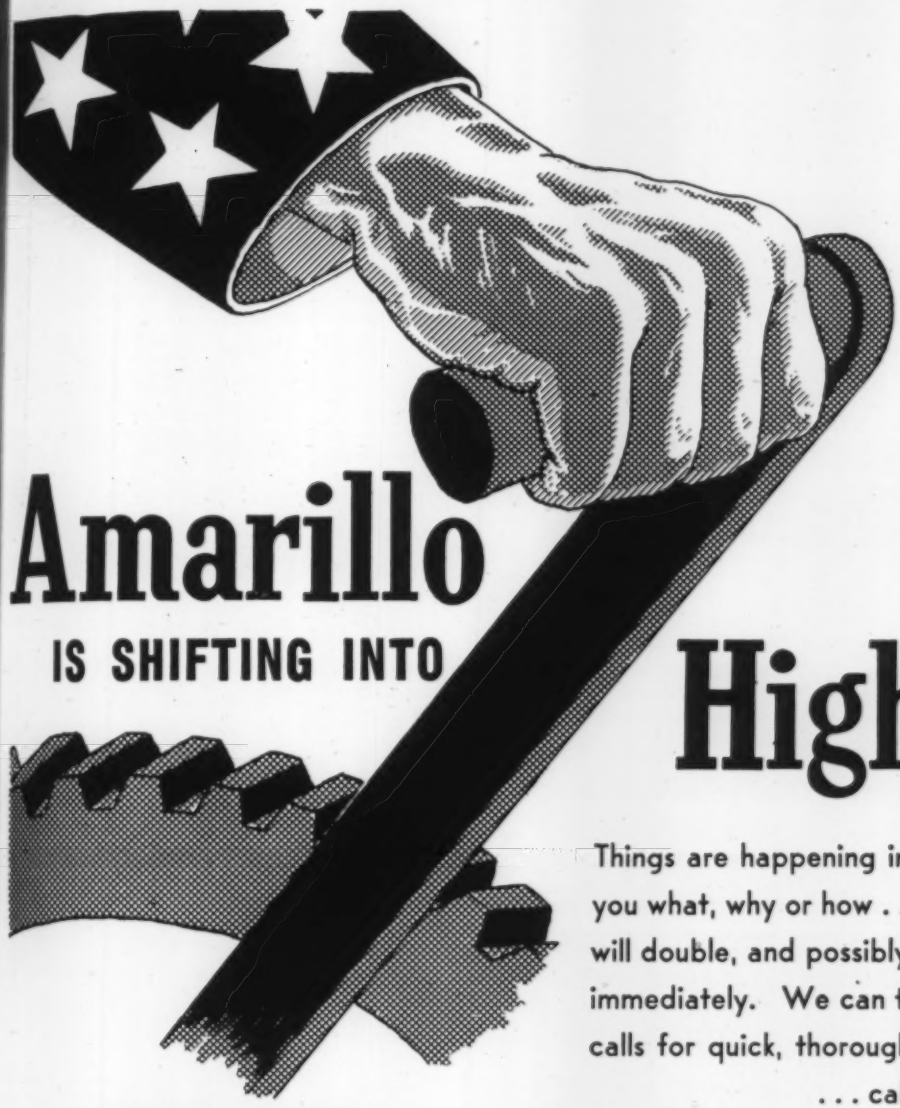
Mr. Gregory

A native of South Dakota, Mr. Gregory got started in radio when he was a student of electrical engineering at the South Dakota School of Mines, working his way through school by operating the campus station and chauffeuring for the president. After graduation he joined Westinghouse Electrical & Mfg. Co. as an apprentice engineer and in 1927 was made chief engineer of KDKA, Westinghouse station in Pittsburgh.

In 1936 he was made assistant general manager of radio for all Westinghouse stations and in 1938 became general manager of KDKA. Two years later NBC brought him to New York as manager of its M & O station department.

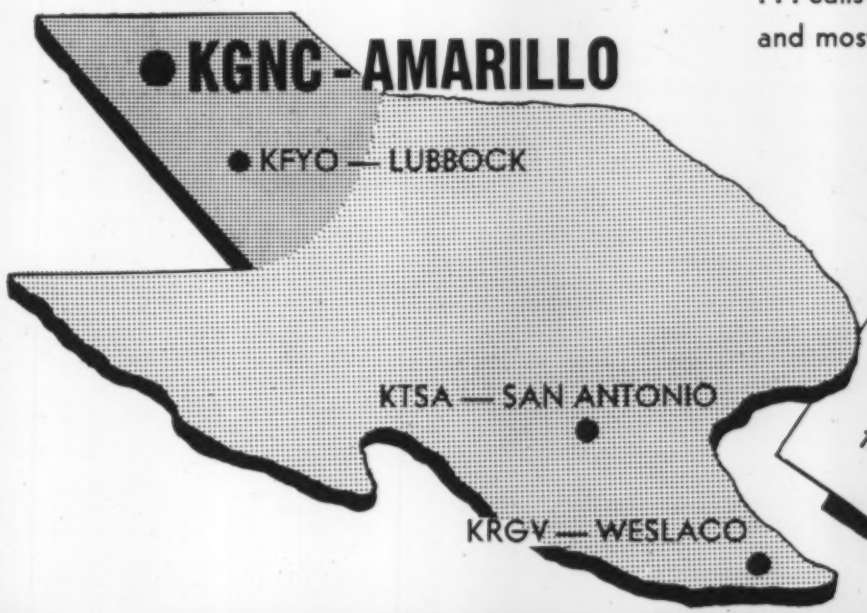
Canada Buys Time

A NEW SERIES of government-paid broadcasts has been started by the Wartime Prices & Trades Board, Ottawa. Transcribed spot announcements are now being used six days weekly on all Canadian stations as part of an anti-hoarding campaign. Early in May the Wartime Prices & Trades Board will start on most Canadian stations a quarter-hour transcribed serial drama, Monday through Friday, on wartime consumer purchases. The accounts were handled by the Wartime Advertising Agencies of Canada group.



Amarillo
IS SHIFTING INTO
High Gear!

Things are happening in the Amarillo market. We can't tell you what, why or how . . . but take it from us, retail sales here will double, and possibly triple, all previous records, effective immediately. We can tell you, too, that smart sales strategy calls for quick, thorough coverage of this expanding market . . . calls for KGNC—the area's NBC outlet and most powerful sales medium.



Get The Attractive Combination Rate on the
TAYLOR-HOWE-SNOWDEN GROUP
Central Sales Office
805-6 Tower Petroleum Bldg.
Dallas, Texas
Ken L. Sibson
General Sales Manager
Telephone Riverside 5663
TWX Dls. 297

Tobacco Network Added, Bringing MBS to 202

THREE STATIONS, which form the Tobacco Network of the South, have joined MBS, making a total of 202 Mutual affiliates. The 250-watt stations, all in North Carolina, are WGTM, Wilson, 1340 kc.; WGTC, Greenville, 1490 kc., and WGBR, Goldsboro, 1400 kc.

The stations were to start carrying MBS programs March 29, but plans were halted when WGBR was destroyed by fire shortly before this date [BROADCASTING, April 27, 1942]. With repairs completed, the stations became full-fledged outlets May 1. WBTM, Danville, Va., also has become a fulltime MBS affiliate with the increase in its nighttime operating power from 100 watts to 250. The station remains on the same frequency, 1400 kc.

Listerine Series

LAMBERT PHARMACAL Co., St. Louis, using its first spot radio in a number of years, is conducting a participation campaign thrice-weekly on the *Make Believe Ballroom* program on WNEW, New York. Promoting Listerine, the announcements will probably run for about 13 weeks. Agency is Lambert & Feasley, New York.

ACCENT ON YOUTH is apparent at WJBC, Bloomington, Ill., where Mary E. Hoblit has just been promoted to commercial manager after three years with the station. Before joining WJBC, Miss Hoblit attended Illinois Wesleyan U.

Record Man

FEATURING Richard Huey, Negro actor, restauranteur and theatrical booking agent, as moderator, WOR, New York, has started a weekly quarter-hour recorded program of jitterbug music and jive talk entitled *The Lenox Avenue Record Man.*

Hopkins Lauds 'Meet Your Navy' Disc Since Reference to Gruen Is Omitted

AMPLIFICATION of his protest against use of trade names on patriotic programs has been made by James F. Hopkins, manager of WJBK, Detroit, in a letter sent to Lt. Com. R. A. Brown, Ninth Naval District Public Relations Director. Summaries of Mr. Hopkin's protest and Lt. Com. Brown's statement of the Navy's position on the matter appeared in April 20 and 27 issues of BROADCASTING.

"We notified the 'trade press'," Mr. Hopkins said in a letter dated April 27, "in the hope that our own protest, and others', might prevent the spread of a practice which we regard as an abuse." In his original protest Mr. Hopkins had directed attention to mention of Gruen watches on the *Meet Your Navy* program.

Answering Lt. Com. Brown's reference to the patriotism of the watch company in donating watches to naval men appearing on the program, Mr. Hopkins said, "I do not doubt that patriotism entered into the watch company's motives, any more than I doubt that it was *not* the sole considera... tion. Any business firm whic... would donate such fine gifts a... these without hoping for goodwi... from its action would be too naiv... to have reached the position whic... this company enjoys."

On the subject of "fairness" which Lt. Com. Brown brough... out in his letter as the basis fo... allowing product mention on the Navy program, Mr. Hopkins sai... there was "a point where fairnes... to the donors leaves off and unfair... ness to other agencies begins". He added that "you will realiz... that radio and newspapers are con... stantly subjected to demands fo... free time and space, and you wil... be familiar already with our con... tention that there are limits beyon... which we should not be asked to go."

He continued: "Our sale of time to advertisers seems to us to carry with it the obligation not to do... nate time to their competitors." Mr. Hopkins then indicated that if the practice were allowed to continue other watch companies and other firms would be "imposing on our good nature".

Mr. Hopkins stated that "we are glad" to contribute time to program material for service and war effort programs and pointed out that "we probably do average the equivalent of eight half-hours of victory material, a day."

He also praised *Meet Your Navy* as "among the finest programs we have had, since the deletion of the trade name, which we noted in Friday's new arrivals."

Meet Your Navy, transcription of weekly broadcasts from Great Lakes on WLS-BLUE, is donated by H. W. Kastor & Sons Co., Chicago, and distributed to stations throughout the Ninth Naval District.

KFAR, Fairbanks, Gets Power Increase to 5 kw.

ITS APPLICATION rushed through in almost record time because of war requirements, KFAR, Fairbanks, Alaska, northernmost station on the Continent, will increase its power from 1,000 to 5,000 watts this spring on 610 kc. Authority was given the station by the FCC April 8 and a new 10,000-watt transmitter has been purchased from RCA in the event further power increase is necessary.

Despite the WPB freeze on equipment, KFAR was declared vital to civilian and Army morale and emergency communications in the territory, according to the station. The Alaska Defense Command and the Civilian Aeronautic Authority supported the application since the station will be useful as a homing beam for Alaska's civilian and Army pilots.

WESCO CHEMICALS Ltd., Montreal (paints), has started spot announcements on most stations in the Maritime provinces, placed by J. J. Gibbons Ltd., Montreal.

FIRST CHOICE AMONG THOSE WHO HAVE THEIR CHOICE!

When advertisers have their choice of radio stations in Chicago—when they buy spot time in the Chicago market—They buy W-G-N!

For W-G-N not only leads in volume of local and national spot time among major Chicago stations, but has more than any two combined!

Buy W-G-N and reach more buyers!

A CLEAR CHANNEL STATION

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Merchandising & Promotion

Vital "8"—Window Newscasts—War Stamps
Baseball Posters—Affiliate Plugs

AS ITS share in helping the all-out war production effort, Goodyear Aircraft Corp., Akron, in mid-April used Akron's three stations—WAKR WADC WJW—as part of its unique campaign in the drive "for "a plane every eight minutes". Using the number "8" as its symbol, the company presented "teaser" spot announcements, such as "What does the number '8' mean in your life?", at varied times during the day on each of the stations to carry out the mystery "8" theme promoted by car cards, direct mail, newspaper ads and billboards.

The last day of the campaign, workers from Goodyear Aircraft appeared on a specially-written quarter-hour program on the three stations, to assist in the dramatization of how necessary "a plane every eight minutes" is in this war. Agency handling the campaign was Arthur Kudner, New York.

* * *

Visible Newsroom

BORROWING the gold-fish bowl idea to promote news broadcasts, the MBS affiliate, WGRC, Louisville, has opened a studio and newsroom in a store location on the sidewalk level of one of the town's busiest streets. Through a plate glass window, passersby can see a teletype machine in action and can follow the news as it is posted on a large bulletin board. A display featuring MBS commentators, news maps and other newscast promotion material occupies the center section of the window. News editors and announcers can be seen at work in the newsroom behind the displays.

Behind the newsroom, and facing the lobby of a newsreel theater, is the studio from which all WGRC newscasts originate. It contains the AP racing wire and ball ticker. Theater patrons in the lobby can watch local broadcasts or hear Mutual broadcasts via loudspeaker. The theater may release special MBS features on its regular sound system, via wires connecting studio and projection booth.

* * *

Junket Awards

WAR SAVINGS stamp book holders are given free in exchange for a Junket Rennet package by grocers selling Junket products. Customers who also buy War Stamps in the stores are given a Junket souvenir button announcing their stamp purchase. Announcements of the service are being made on home making programs sponsored by Chr. Hansen Labs., Little Falls, N. Y. (Junket), on WJR, Detroit; KDKA, Pittsburgh; WLS, Chicago; WJZ, New York. Mitchell-Faust, Chicago is agency. Lyman Weld is acount executive.

* * *

In 600 Buses

POSTERS in 600 buses of the Public Service Corp. of New Jersey advertise the exclusive broadcasts by WOR, New York, of home baseball games of the New York Yankees and the New York Giants.

Potato Promotion

WSB, Atlanta, has organized and is financing an extensive agricultural project to encourage production and marketing of certified sweet potatoes in Georgia, it was announced by Bill Prance, WSB farm director. The project has received the cooperation of the Georgia Agricultural Extension Service, Georgia Experimental Station and the Food Council of the Southern Chain Store Group.

* * *

WFBL's Mindreader

DISTRIBUTION of 100,000 copies of a promotional piece entitled "WFBL Mindreader", was effected by the Syracuse station through local retail grocers and druggists in a three-day campaign.

Kits for Dinah

TO BUILD audience for its *Dinah Shore* show, BLUE sent a promotion kit to the 105 affiliates carrying the series. Included in the packet were chain break announcements to be used before May 1, opening date for the program; two press releases; a spotlight mat; a photograph with two different size mats; a folder in which station manager is asked to insert evidence of audience promotion. Pedlar & Ryan, New York, is agency for the show which advertises Mum for Bristol-Myers Co., New York.

* * *

Service Tips

A MULTI-COLORED folder offered listeners of WWRL, New York, "Training Camps and Insignias," in cooperation with the American Express Co., includes a map of the U. S., showing the location of some of the larger Army, Naval and Marine stations. The center spread displays insignia and a rank identification chart. Folder is being distributed at service dances, and entertainments, etc.

BROCHURES

BLUE—"What Goes On Here!," folder explaining that the BLUE is building not only new offices but new programs.

KFMB, San Diego—Broadside setting forth coverage information, including statistics on county's growth, with cartoon-illustrated map of industries and payrolls.

Benny Shows for Servicemen

TO GIVE soldiers, sailors and Marines a better chance to attend his studio broadcasts, Jack Benny has launched a series of 39 free shows a year for an audience provided by the USO. Benny now keeps his cast in the studios Sunday afternoon for an off-the-air repeat of his regular broadcast (with plenty of ad libs thrown in) for men in uniform only. The program is sponsored by General Foods, New York, for Jell-O.

OF THE 200 stations in the United States, which have made arrangements with BBC to rebroadcast programs picked up by their own shortwave receivers, approximately 50% carry BBC programs regularly.

KSD

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IN THE ST. LOUIS AREA

For Greater Sales
In Greater St. Louis

It Is 225 Miles From KSD
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Station KSD—The St. Louis Post-Dispatch

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IS BEST OF OUTSIDE
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ATLANTA

AND HUNDREDS OF OTHER DISTANT CITIES

FIFTY GRAND

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Freeze or Slush?

SOME YEARS AGO the appellate court in Washington sustained the deletion of a station owned by a hell-raising broadcaster, who used it as his personal mouthpiece, with the sage observation: "By their fruits shall ye know them".

We feel about the same way in appraising the FCC's latest "freeze order" on broadcast assignments or changes designed to conserve critical materials. Strictly interpreted, it's a freeze order that doesn't freeze. But it *could* be a valid formalization of the recommendation of the Defense Communications Board if properly applied.

It can't be said, unfortunately, that the FCC, or rather it's majority, has adhered strictly to the letter and spirit of its multifarious policy edicts of the last few years. So, harking back to the court's Biblical quotation, we can only judge the future by what has happened in the past.

The newest freeze order, as compared to the previous one of Feb. 23, actually is less rigid. The first was devised to condition future grants on technical and service factors. The new one can result in introduction of political rather than technical considerations in effecting grants of new or improved facilities. The FCC, upon its own motion, can authorize construction of or changes in station facilities. And the FCC can act upon recommendation by "the head of a war agency of the Federal Government." The question arises whether FCC-DCB Chairman Fly is the "head of a war agency".

There has been a good deal of hysteria and an overdose of tugging and hauling in connection with the whole equipment freeze situation. WPB, by Presidential mandate, controls allocation of all materials. There appears to be a battle between the FCC and the DCB on who should have final say. There are several hundred transmitters in inventory which are frozen at a time when service could be improved by their release. There's just too much confusion in the whole picture.

Obviously, there will be some "rationing" in radio because of the extremely serious transmitting tube shortage. There should be a conservation plan, cooperatively evolved, whereby all stations can be cared for and under which DCB would allow sufficient fabrication of raw materials to accommodate the industry's minimum requirements, as a necessary war service. All this should be done in the war interest. Functions should not be artificially created so that the FCC's staff can be kept intact.

If it is necessary to have a freeze, let's have it all the way. Let's not have a few "fair-haired boys" who can muster political support, accommodated to the detriment of the rest of the industry. We don't include treaty assignments that would be lost if not occupied by a given date. But we do feel that in the interest of the war effort and of good government, equitable treatment should be given all on an impartial basis.

Keep Them Working

IN NORMAL YEARS when 10 to 13 million radio sets are sold to the public, 4 to 6 million sets drop out of use.

This mortality problem, of no special importance ordinarily, becomes of grave concern to the broadcasting industry now that the production of receivers has ceased, according to *Radio Retailing, Radio Today.*

The facts are simple: If a normal 4 to 6 million sets continue to go out of service every year because they are inoperative or obsolete, the radio audience likely will shrink by many millions. On top of that, if the supply of repair and replacement parts is shut off, the number of properely operating sets will decline to a startling low point.

Equally simple is the position to be taken by the broadcasting industry, if it is to preserve its public: Every possible step must be taken by every station to encourage listeners to keep every set in as good working condition as wartime restrictions will permit.

At present 57 million receivers are in operation. To keep them operating will require double the servicing, double the tube replacements, double the repair parts of any recent normal year when new sets provided at least 50% of the replenishments. All this plus frequent nudging by stations so listeners will treat their radios with the same solicitude they now bestow on tires.

Only a few million dollars' worth of raw materials are required to furnish the necessary parts, according to *Radio Retailing, Radio Today*, which is edited by O. H. Caldwell, former Federal Radio Commissioner.

Compare this to the 500,000 freight cars required annually to supply print paper for America's newspaper and magazine readers, which consume a billion dollars' worth of paper a year.

Guestitorial

KEEPING BRAND NAMES ALIVE

By NATHAN D. GOLDEN
Chief, Service Industries Staff
Department of Commerce
(From *Domestic Commerce*, issue of April 23)

WITH the possible introduction of the "Victory" label for canned and packaged goods, the question arises, what will happen to brand names of merchandise for which producers have spent millions of dollars in advertising to make consumers "brand conscious"? Come what may in our effort to conserve materials, labels and distinctive brand names may of necessity become eliminated temporarily from packages and products.

Manufacturers in Great Britain have met this problem in safeguarding their investment in brand names by continued advertising. Brand names can and should be kept alive in the minds of those to whom the manufacturer must look for business in the post-war period. If the salability of advertised merchandise is to be maintained, people must be told continually of the high quality of the merchandise bearing specific brand names.

Past history has shown that the buying public forgets quickly. Firms which temporarily neglect or abandon their advertising programs are seldom able to rebuild them. There is always the danger of not educating the many new consumers which become the buying public each year.

Advertising can contribute to the war effort in many ways. It does not become a nonessential with the advent of war. In fact, its function becomes increasingly important, and it may undertake two major jobs. One of these, a job that is being shouldered more and more by advertisers, is that of providing information to those fighting on the home front and in the production fields—information which will help producers in every possible way to increase the output of fighting tools and to promote the more efficient use of products used by civilians.

Such a program might include information

(*Continued on page 36*)

Eternal Vigilance

THEY'RE HOVERING around the outer fringes of radio, so we're told, and it will indeed be a pity if any station manager is seduced by their offers to buy time at card rates. We refer to the promoters, known or hidden, of what the newspapers are calling "the vermin press," periodicals which deprecate the war effort and are so close to being subversive that the Department of Justice is moving in on them.

Fortunately, the man who might have been radio's Frankenstein isn't on the air any more, for good and sufficient reasons. But Fr. Coughlin's satellite, Gerald H. K. Smith, ex-Huey Long lieutenant and a man of many causes, until recently was a buyer of time on many stations. He announces now that he will be a candidate for Senator from Michigan and, being extremely radio wise, will undoubtedly try to buy time on that basis. But, remember, time need not be sold to him until he is a registered candidate and then only if equivalent time is accorded his rival candidates.

Having cleansed its house of the rabble rousing element and having seen some of them turn to the publishing business to get across their "messages," radio must be doubly vigilant to keep them out.

We Pay Our Respects To —

GEORGE PERRIN ADAIR

JUST before the turn of the year, George P. Adair was designated FCC assistant chief engineer on a temporary basis, to serve as chief of the Commission's Broadcast Section of its Engineering Division. George is one of those fellows, only 38 years old, who already has qualified as a veteran in his field. He's had a score of years of experience in varied fields of radio communication, and his rise with the FCC has been steady in the last decade.

You'll hear more from quiet, almost bashful young Mr. Adair in the immediate future. As chief of the Commission's broadcast engineering operations, working under Chief Engineer E. K. Jett, his load is increasing as the critical materials situation becomes tighter. All signs point to a conservation-rationing program, which will involve tremendous engineering detail on allocations of equipment and temporary alteration of operating standards. All that will fall under his purview.

George, however, dotes on work. And it's a reasonable bet that he'll have the stuff running out of the right end of the funnel with a minimum of complaint from licensees.

Born at Rancho, Tex., Dec. 8, 1903, George attended local schools, going on to graduation from Texas Agricultural & Mechanical College in 1926, with a Bachelor of Science degree in electrical engineering. Still in high school, he worked on electrical installation and repair and held an amateur operator's license.

In college he specializd in communications engineering, taking special courses and serving as cadet captain in charge of radio training. From 1921 to 1926 he regularly attended Signal Corps officers training camps and otherwise participated in mathematical and electrical instruction, work and study.

Graduating from college, George worked for about 3½ years with the radio engineering department of General Electric Co. During this period he traveled far and wide, developing, designing, testing and installing radio equipment of all kinds. In 1929 he became associated with Straus Bodenheimer, Texas electrical distributor. In this work he gained new experience in the problems of radio interference, service blanketing, cross modulation and static—all pretty technical stuff.

With this background of practical experience, in 1931 he joined the broadcast engineering staff of the FCC. From April, 1936 until August, 1939 he served as acting assistant chief of the Broadcast Section, engineering division. On Aug. 1, 1939 he was promoted to assistant chief of the Broadcast Section.

In an official capacity George has made far-reaching studies of all phases of broadcast allocation, including recommendations and reports on applications, equipment, service and interference. He also was active in drafting the Commission's Standards of Good Engineering Practice governing broadcast and other radio services.

For several months George has represented the FCC on the National Fire Protection Assn. electrical committee conserving radio equipment. He is also a member of Committee No. 4—Broadcasting —of the Defense Communications Board.

In February he was named an FCC representative on the Federal Radio Education Committee of the U. S. Office of Education. Recently he became an associate member of the Institute of Radio Engineers.

On Dec. 2, 1927 George married Evelyn Grey Ford, of San Antonio. They have two children, George Jr., 11, and Robin Ann, 9. His hobbies, he thinks, are gardening and radio experimentation. However, he took up golf last year, and there is no telling how that pursuit may develop.

HORACE W. REMINGTON, general foreign sales manager of Colgate-Palmolive-Peet Co., Jersey City, and Manning O'Connor, toilet article sales manager, have been elected vice-presidents. Mr. Remington will have charge of foreign operations, and Mr. O'Connor the toilet-goods division.

Personal NOTES

CHESTER J. DOYLE, former time-buyer of McCann-Erickson, San Francisco, has been named San Francisco manager of Radio Sales Inc., CBS network sales unit.

HARRY ELDRED, formerly sales-program coordinator of WBBM, Chicago, has been appointed assistant commercial program director, and Stuart Dawson, formerly assistant program director, has been placed in charge of sustaining programs.

BOB LESLIE, of the Montreal office of Northern Broadcasting & Publishing, Timmins, Ont., has been transferred to the Toronto sales office, replacing Gerry Tomkin who left recently to become manager of CFAR, Flin Flon, Man. Leslie was formerly manager of CKVD, Val d'Or, Que., and with the *Timmins Daily Press*.

D. VINCENT TUOHEY, of the NBC station relations department, has received a commission as ensign in the Navy and will report for duty early this month.

GEORGE JENNINGS, formerly program director of the Chicago Radio Council, has been appointed acting radio director, replacing Maj. H. W. Kent who is on leave in the radio division of the War Department, Washington.

JOSEPH BURGESS, personnel director of CBS for eight years, has received his commission as a captain in the Army Air Corps and is resigning to go to Washington for further orders. No successor has yet been named by CBS.

FRED HAGUE of the Chicago sales staff of George P. Hollingbery Co., representatives, on April 7 became the father of a baby girl, Melinda.

FRED GRAYSTON, CBS Hollywood assistant accountant has resigned to join Columbia Recording Corp., that city, as head accountant.

A. B. ROBINSON, business manager of WTJS, Jackson, has joined a cavalry unit of the Tennessee State Guard. Program Director Ottis Roush has been a member of the guard since March 1.

GORDON HEATER, sales manager of KYOS, Merced, Cal., has resigned to join the Marines.

BARTON HULBERT, new to radio, has joined the sales department of WKBZ, Muskegon, Mich.

ANDY McDERMOTT, of the Montreal office of Stovin & Wright, station representatives, has joined the Royal Canadian Air Force as an administrative officer.

GLEN BANNERMAN, president and general manager of the Canadian Assn. of Broadcasters, Toronto, has been appointed a member of the 1942 advertising awards jury of the Assn. of Canadian Advertisers.

FRANK E. McCARTHY, formerly space salesman of the *Chicago Tribune* and *Chicago Herald-American*, has joined the Chicago sales staff of George P. Hollingbery Co., representatives.

CLARENCE ONENS and William Markward, of the announcing staff, have been named new supervising heads of WCAM, Camden, N. J., filling the post left by the recent death of Fred J. Caperoon.

HARVEY McCALL, formerly national advertising solicitor for the defunct Philadelphia *Evening Public Ledger*, has joined the sales staff of KYW, Philadelphia.

GEORGE WALLACE, assistant to William C. Roux, manager of national spot and local sales for NBC, was inducted into the Army April 27 and was granted a furlough to marry Jane Stokes at Lansdowne, Pa., May 2.

MARTIN L. LEICH, vice-president of WBOW, Terre Haute, Ind., has received an ensign's commission in the Navy, reporting to Washington.

LUTHER L. HILL, manager of KSO-KRNT, Des Moines, was tendered a send-off party by station employes. He reported to the Army Air Force Training Center, Miami, April 29.

Abbe Joins KGW-KEX

JAMES ABBE, veteran war correspondent, traveler and photographer, has joined the news staff of KGW-KEX, Portland, Ore., according to Arden X. Pangborn, managing director. Mr. Abbe has written and photographed for the *New York Times*, *New York Herald Tribune*, *London Times* and Ulstein Publications.

Higgins to WRC-WMAL

WILLIAM M. HIGGINS has been appointed sales promotion manager of WRC-WMAL, Washington, to succeed his brother, Lt. Hugh Higgins, called to active duty with the West Coast Air Force at Santa Ana, Cal. Mr. Higgins came to Washington from Omaha, where he had been employed in publicity work by Creighton U.

Shultz Heads WMVA

JOHN W. SHULTZ, formerly manager of WSTP, Salisbury, N. C., has been appointed general manager of WMVA, Martinsville, Va. Prior to his tenure at WSTP, Mr. Shultz was with WAIR and WSJS, Winston-Salem, and WBIG, Greensboro, N. C.

S. O. Ward Leaves WLAC

S. O. WARD, production manager and personnel director of WLAC, Nashville, has resigned to take over his recently-acquired WLAK, Lakeland, Fla. Mr. Ward purchased the station outright from Bradley R. Eidmann [BROADCASTING, April 20].

Mrs. Lea Burdett

MRS. LEA BURDETT, wife of Winston Burdett, CBS representative currently in New Delhi, India, and correspondent for *PM*, New York newspaper, was shot and killed April 24 by a band of Kurds in a remote region of northern Iran, the State Dept. has announced. She was making a tour of Kurdistan by auto at the time of her death, her four companions escaping without injury. The news was sent to Washington by the American Consul at Tabriz, Iran, where Mrs. Burdett was buried. She was married to Mr. Burdett in Sofia, Bulgaria, in July, 1940.

Lt. Gardner D. Randall

LT. GARDNER D. RANDALL, 26, son of Wayne I. Randall, former NBC executive, has been lost at sea in line of duty, the Navy has informed Mr. Randall, now an editor of the *Washington Times-Herald*. Young Randall was a gunnery officer in a dive bomber squadron.

WCAO
in Baltimore

CONSISTENTLY REACHES & INFLUENCES

the cream of your sales potentials

•

600 KC
CBS BASIC

Paul H. Raymer Co.
Nat'l Sales Representatives

BEHIND the MIKE

CLIFF NAUGHTON, announcer, formerly of KLX, Oakland, Cal., and prior to that with WSJS, Winston-Salem, has joined KSFO, San Francisco, replacing Bob Edwards, who resigned to join the Navy.

PHIL WOODYAT, formerly with the *Japan Times* in Tokyo, has joined the CBS news bureau in San Francisco.

GORDON OWEN, who conducted a participating sponsor-show on KQW, has joined KGO, San Francisco, and is presenting *Half-Hour Scrap Book* Monday through Friday.

RAYMOND GATHRID, radio editor and columnist of the *Philadelphia Daily News*, leaves for Army service May 25. Succeeding him as radio editor, and conducting the daily *Behind the Mike* column will be his brother, Sydney Gathrid.

VIVIAN LLOYD, continuity writer of WHBF, Rock Island, Ill., on May 31 will be married to William C. Lucey, a Red Cross official of New York.

JAMES W. HURLBUT, publicity director of WJSV, Washington, has joined the Marines.

FRANK McGIVERN, formerly of WJBC, Bloomington, Ill., has joined the announcing staff of WAAF, Chicago.

PHOEBE MINK, for 12 years with NBC's press department, has joined the publicity staff of WMCA, New York.

BERNIE LONDON, formerly research worker and program writer of the CBS sports department, has joined the Office of the Cordinator of Information.

GABRIEL HEATTER, MBS news analyst, is on a two-week vacation, and is reported to be spending most of it gathering first-hand information on defense projects. Frank Singiser, newscaster of WOR, New York, is pinchhitting for Heatter.

TERRY COWLING, announcer of WCOP, Boston, was to join the Army May 1.

NBC-Capital Loses Trio

GEORGE GUNN, announcer of WRC-WMAL, Washington, for the last five years, has left to join the BLUE New York staff in the same capacity. Other recent NBC Washington announcers to leave are Bill Crago, who has gone to Hollywood after receiving several movie offers, and Stuart Finley, who early last month enlisted in the Navy.

JACK NADEAU, sound effects and transcription librarian of WCCO, Minneapolis, will join the Army May 11, being replaced by Bill Souder, of the bookkeeping department. Mary Jean Holmes will assume Souder's former duties.

ED YOUNG, formerly of WMBS, Uniontown, Pa., and Jay Miltner, from WTAR, Norfolk, Va., have been added to the announcing staff of WKBN, Youngstown, O.

BOB GEIS, formerly of WHBC, Canton, O.; Jack Irish, from WJW, Akron; Warren K. Deem, from KDTH, Dubuque, Ia., have joined the announcing staff of WHK-WCLE, Cleveland.

JACK BOTTGER, announcer of WWL, New Orleans, has joined the Navy Air Corps.

HAROLD HAKLIK, of NBC Hollywood traffic, has been transferred to the network's San Francisco studios.

VIVIAN WOLFERT, formerly with Constance Hope Associates, New York, has joined the publicity department of MBS, replacing Richard Krolik, now in the communications division of the Army Air Force.

RALPH EDWARDS, m.c. of Procter & Gamble Co.'s *Truth or Consequence* on NBC, became the father of a girl April 26.

GERARD CONWAY, of the mail room of WOR, New York, has resigned to join the Army Air Force.

WOODY LEAFER, formerly of WJHL, Johnson City, Tenn., has joined the announcing staff of WPAT, Paterson, N. J.

ALEXANDER A. HUNTER, formerly of the CBS news bureau in San Francisco and writer for William Winter, news analyst, has joined the news department of the U. S. Coordinator of Information in San Francisco. Ralph Scott, San Francisco production manager of CBS, resigned April 27 to join the COI program department.

ELIZABETH PENNELL, continuity editor of KROW, Oakland, Cal., recently resigned to join the Ad Service Co., San Francisco agency. She is continuing her daily KROW programs as Sandra Scott, commentator.

KAY SHERRY has been appointed staff organist of KROW, Oakland, Cal., succeeding Eddie House, resigned.

HERMAN GRIZZARD, announcer of WLAC, Nashville, known as "the Colonel" has been named a sergeant in the Tennessee State Guard. Tex Sanders, WLAC special events director, has returned to the Marines as a first lieutenant.

BILL HIGHTOWER, announcer of WSPD, Toledo, has joined NBC New York, as studio announcer.

ROSS GORDON, formerly of WDBC Escanaba, Mich., has joined WTAD Quincy Ill., as sports announcer.

NORMAN JOLLEY, KSO-KRNT Des Moines, joined the Marines.

BOB CLOVIG has been promoted to chief announcer of KOIN, Portland, Ore.

PVT. CHARLES ANDERSON, former announcer of KFI, Los Angeles, has been assigned to the public relations office of the Army Air Force at Minter Field, Cal.

ADRIAN GENDOT, writer for the *Jack Kirkwood Breakfast Club* on KFRC, San Francisco, was inducted into the Army May 1.

NEIL HAMILTON, former film star, has been signed to announce the weekly CBS *Nelson Eddy Show*, sponsored by P. Lorillard Co., New York (Old Gold cigarettes), which started on that network April 29.

BILL HAY, for 13 years announcer on the *Amos 'n' Andy* programs, has been replaced by Del Sharbutt, New York.

OTTIS ROUSH, sports and publicity director of WTJS, Jackson, Tenn., has replaced Houston Cox Jr. as program director.

LELAND CHESLEY, news editor of KWK, St. Louis, has returned to his job following a pneumonia attack.

JOE McCAULEY, announcer of WHAT, Philadelphia, has joined W49PH, FM adjunct of WIP, Philadelphia.

JERRY PIVEN, formerly of WDRC Hartford, has joined the announcing staff of WPEN, Philadelphia.

HAL GRAVES, announcer for the NYA Symphony Orchestra broadcasts on WNYC, New York, has joined the announcing staff of WWRL, New York.

EDDIE PARTYKA, announcer of WJBK, Detroit, prior to his induction, has been chosen for officers training school. Stationed at Fort Knox, he handles a weekly Army program out of Louisville.

BILL DAY has joined the news staff of KOA, Denver.

REBECCA BOUNDS, traffic manager of WPTF, Raleigh, N. C., was married recently to Francois Truesdell.

MARY PROAL LINDEKE, conductor of *For The Ladies* of WTCN, Minneapolis, resigned April 1 to join the Women's Auxiliary Service.

ROSS GORDON has joined WTAD Quincy, Ill., as sports announcer and newscaster.

POWER!
—WHERE POWER COUNTS MOST

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

SPARTANBURG, S.C.
WSPA DELIVERS
SOUTH CAROLINA'S TOP MARKET
TOPS IN PER CAPITA RETAIL SALES
(75% WHITE POPULATION)
5,000 W DAY
1,000 W NIGHT
950KC COLUMBIA AFFILIATE

REPRESENTED BY GEORGE P. HOLLINGBERY CO.

KENNEDY LUDLAM, formerly senior announcer of WOV, New York, has joined the announcing staff of WBAL, Baltimore. Succeeding him at WOV is Joseph Boley of the station's announcer division.

MAXINE KEITH, conductor of the 10 p.m. to midnight recorded program *Follow the Leader* on WOV, New York, has been selected the "official radio voice" of the American Women Volunteer Service in the Greater New York area.

PHIL ELLIS, announcer of WPTF, Raleigh, is the father of a baby boy. Mrs. Ellis, formerly Mary Lou Haywood, was employed in WPFT's production department.

MARIE ARNDT has joined the accounting staff of WGY, Schenectady, replacing Chester Rudowski who enlisted in the Navy.

OSCAR JUNGGREN, formerly of the news staff of WGY, Schenectady, has been promoted to a captaincy in the Army.

RALPH GREER, traffic manager of KGW-KEX, Portland, Ore., was inducted April 19 into the Army. He was succeeded by Mildred Lester, formerly his assistant, with Helen Thorburn, previously secretary to Program Director Ralph Walker, as Miss Lester's assistant.

JACK SWIFT, newscaster of KDKA, Pittsburgh, is the father of a baby girl, Susan Erin.

HARRY STEWART, actor playing the role of Yogi Yorgesson on *Victory Matinee* on WBBM, Chicago, has joined WBBM as a producer.

TOBEY PORNES, of Northwestern U. has joined the educational staff of WBBM, Chicago.

WILLIAM H. BRENNAN, program director of WORC, Worcester, Mass., has joined the production department of CBS as an assistant director.

ROBERT EVANS, former CBS mail room boy, has been promoted to news desk assistant, replacing Paul Chief, who has joined the merchant marine.

GEORGE WEISS, formerly announcer of WGAC, Augusta, Ga., is now in the Air Force stationed at Miami Beach, Fla.

JANET NICHOL, formerly of U. S. Gypsum Co., Chicago, has joined the program department of WBBM, Chicago.

FRANK FLIGEL, formerly mail clerk of WBBM, Chicago, has been assigned to the engineering department as an apprentice.

BESS LYMAN, formerly with KYSM, Mankato, Minn., and KBIZ, Ottumwa, Ia., has joined WLOL, Minneapolis, as continuity chief.

TOM COLLINS, former continuity chief of KOCY, Oklahoma City, has joined WTTM, Trenton.

GARFIELD G. THATCHER, announcer of WKBZ, Muskegon, Mich., has reported for duty as a second lieutenant in the Quartermaster Corps at Ft. Francis E. Warren, Wyo.

PHILIP GOULDING has joined the news staff of WEEI, Boston, coming from WLLH, Lowell, Mass.

CALVIN PEPPLER, formerly of the public relations department of CKY, Winnipeg, has been commissioned a pilot officer in the Royal Canadian Air Force.

SIDNEY B. TREMBLE, program director of KSAL, Salina, Kan., has joined the Navy, being succeeded by Alfred M. Thompson who is also music director. Don Brice, announcer, is also in the Navy while George Sudermann, newscaster, has joined the Kansas State Guard.

ANNE LORENTZ has been appointed coordinator of the newly-formed war service division of WTAG, Worcester, and will be in charge of all programs and announcements dealing with the war effort.

Peterson to Army

HOWARD O. PETERSON, local sales manager of WOW, Omaha, recently reported to the Army as a specialist reserve public relations officer with the rank of major. He has been assigned to 7th Corps Area headquarters in Omaha and it is expected he will be corps area radio relations representative. Major Peterson served with the 7th Corps Area in 1940 during maneuvers.

Mr. Peterson

CONFEDERATE Broadcasting Co., Marietta, Ga., has applied to the FCC for a new station on 1300 kc., 250 watts daytime. Principals are R. W. Rounsaville, stockholder in WGAA, Cedartown, Ga., president, 59 shares. H. M. Beck, trucker, vice-president, 59 shares; Mrs. Helen Pearly Buck, treasurer, 1 share; J. B. Edwards, secretary, 1 share.

Weary Soles

BREATHLESS each morning at 5 a.m., Don Hopkins would arrive at WWVA, Wheeling, to sign on the station. The earliest morning bus arrives in downtown Wheeling at 5:04 a.m., four minutes after sign-on. Consequently Hopkins would hit the street at four each morning to come to work on foot. Speedy footwork brought him to the studios in 55 minutes with five minutes left over for recovery. Last week the production manager heard about the bus. Now he rides the bus and arrives at 5:04 a.m. in time to follow an introductory record played by the engineer on duty.

A TIMELY 28-page booklet describing the transcriptions available through Associated Recorded Program Service was issued last week by the company.

Fisher Honored

STERLING FISHER, who, as assistant to Dr. James Rowland Angell, NBC public service counsellor, is organizing the NBC *Inter-American University of the Air*, has been chosen to receive this year's Pan American Citation by the 5,200 students of Evander Childs High School, New York, "in recognition of his outstanding work in behalf of inter-American understanding and friendship."

Wyatt Joins WCKY

THOMAS W. WYATT has been named public relations director of WCKY, Cincinnati, to coordinate the station's activities with Government agencies in the war effort. Wyatt will work with Federal, military and civil officials in carrying out their tasks, according to L. B. Wilson, WCKY president. He came to WCKY from Westheimer & Co., Cincinnati, where he had been for 11 years.

Power!

—In men it's muscles
—In broadcasting it's—
WATTS!

WWVA Joins the "Super Strong Men" of Radio June 1 with an R. C. A. Transmitter Bulging with

50,000 WATTS

This super power will give to advertisers 4,860,716 50-microvolt area listeners in Eastern Ohio, Western Pennsylvania and West Virginia—the Steel and Coal Belt of the Nation

WWVA
WHEELING W VA

"BLUE NETWORK.... 5,000 WATTS"

Blair Represents Us Nationally

FREC Script Exchange Issues Victory Catalog

PROMPTED by numerous requests for patriotic programs, the Federal Radio Educational Committee has issued through its Script Exchange a new catalog devoted to scripts for wartime programs. The catalog, *Radio Scripts for Victory*, lists 200 programs in such categories as the democratic way, history, Latin America, the consumer and military services.

Included are the *You Can't Do Business With Hitler* series, prepared by the OEM, and *Why Democracy*, contributed by the Council for Democracy. Writings of the past year are listed in the catalog as well as those from previous compilations.

A companion catalog of transcriptions issued by the Script Exchange several months ago has also been revised. A total of 92 transcriptions are listed as available on loan and 45 others may be purchased. All loan discs are on 16-inch recordings at 33⅓ rpm, requiring special playback equipment for reproduction. This catalog is available without charge.

Ohioans Elect Taft

HULBERT TAFT Jr., general manager of WKRC, Cincinnati, on April 24 was elected president of the Ohio Assn. of Broadcasters, meeting in Columbus. Other officers elected were: Gene Carr, WGAR, Cleveland, vice-president; Laben Smith, WCOL, Columbus, secretary-treasurer. The officers form the executive committee.

GLAMOUR IS OUT
Copy Accent Now on Sacrifice and Morale

"GLAMOUR for its own sake is out for the duration," according to Dorothy Ann Kemble, BLUE continuity acceptance editor, who handles all scripts and commercials aired by the network. Watching radio dramas change from day to day since Pearl Harbor, Miss Kemble finds that the glamour girl has lost her popularity and has even become the laughing stock in scripts. Taking her place as heroine is the woman who can measure up to the new standards set for women in wartime.

More and more emphasis is placed on morale, sacrifice and conservation, with each member of the family in the radio drama contributing his or her services to the war effort, with constant references to shortages and the evils of waste. Through all scripts runs the constant reminder that it is the duty of every citizen to keep well and strong, says Miss Kemble.

MUSIC MAID is the nominee of KOA, Denver, for radio's sweater girl. She is Beverly Ward of the music clearance department who is an accomplished pianist and vocalist with an equal aptitude for both Bach and boogie woogie.

Guestitorial

(*Continued from page 32*)

on better ways of using machinery, timesaving methods that can be adopted, laborsaving efforts made possibly by new attachments or new operating tricks. Advertising agencies and trade papers can dig up scores of items of worth-while information, and the readers of advertisements will be grateful for having them passed along.

Doing this job successfully may call for the use of larger space than ordinarily would be used for a selling campaign. It is a kind of advertising that would specialize in long copy—long enough to tell the complete story.

Four Objectives

The Advertising Federation of America has recently adopted four objectives which might well become keynotes for those who rely upon advertising to keep their products before the consumer; all of these can become an integral part of the advertising copy. The four objectives are:

1. To continue advertising's indispensable role in the process of distribution and in the maintenance of the business structure.
2. To guide consumer demand to items most readily available and away from scarce materials.
3. To assist the Government directly in its war effort appeals to the people.
4. To help maintain public morale.

There are other fields in which advertising, skillfully handled, can contribute to the war effort. We read and hear much about this being a war of machines—a battle between production lines. That is only a part of the picture. This war will be won and lost just where all other wars have been won or lost—in the minds of men and women. The machines are only instruments. Minds must drive tired muscles on or production machinery stops—and the fighting forces lack the tools for winning. Too, the biggest tank is only a pile of unmoving steel unless the will of some soldier keeps on operating it.

There is a big job for advertising to do in keeping hope and courage and determination blazing in the minds of those on the production lines—and in the minds of those behind the production lines. Much of this can be done by the informative material which you can supply through your advertising. Much of this can be done by telling the story of the growing might of industry in war production, without giving aid or comfort to the enemy—in fact, by adding to his discomforts. Such a story can be told in percentages, perhaps. Tell America about it—until the people feel the surge of rising confidence that the achievements of industry can start. . . .

GEORGE BRYAN, CBS newscaster and sailing enthusiast, awarded a War Bond prize to Morris Shields, 12, of Brooklyn, for the most perfect boat model to be submitted in Bryan's model sailboat contest, conducted since January for boys of 12 or under.

This just goes to show you—there's more than one way to solve the tire situation! But there's only one way to solve the problem of reaching the $178,000,000 Roanoke-Southwest Virginia market by radio. That's with WDBJ, at Roanoke—the only station reaching all of the 113,000 radio homes in the area. Want the proof?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC. Exclusive National Representatives

WSGN AND Alabama

Synonymous . . . and WSGN airs the news "every hour on the hour" — the best and latest from two major networks!

610 Kc.

BIRMINGHAM

Headley-Reed Company, Reps

BLUE NETWORK and Mutual

Studio Notes

FOREIGN LANGUAGE radio promotion of War Bond sales and translation of OCD messages in Chicago have been put in charge of the following producers of WGES, Chicago: Michael Hatsos, Greek; Hanns Leo Reich, German; Fred Drzewicki and Helen Majewska, Polish; Emil Margiotta and Anthony Faustini, Italian; Julius Miller, Jewish; Karel Vrzal, Czech; Frank Scheibenreif, Slovak; John Kuodis, Lithuanian.

IN HONOR of Brazilian Day, May 3, WNBH, New Bedford, Mass., broadcast a special program in Portuguese which was also transmitted by point-to-point radio to Brazil for rebroadcast in that country. New Bedford has the largest concentration of Portuguese-speaking people in the United States.

WENY, Elmira, N. Y., in its quest to serve the community, has sent its women's commentator, Jane Beale, to more than 14 agencies which participated in the Community Chest. Miss Beale transcribed discs there with brief talks by agency directors and children who were benefited by the chest.

WNAX, Yankton, S. D., was awarded a testimonial of appreciation for patriotic service to the nation on a recent special broadcast by the Veterans of Foreign Wars.

KFAR, Fairbanks, Alaska, recently served in a successful war bond drive that is estimated to have purchased a bomber-and-a-half. Campaign resulted in Fairbanks surpassing all other Alaskan cities in the bond sales.

WDRC, Hartford, is conducting a campaign for volunteers to donate a pint of blood to the Hartford County Red Cross blood plasma bank. A special program has been arranged to have Ray Barrett, announcer, describe his feelings while undergoing the blood transfer.

WINX, Washington, just before the ban by the War Production Board on materials for recordings, secured Lang-Worth transcription library service.

WOWO, Fort Wayne, extending the scope of its service, has ordered permanent lines to Bear Field, southwest of Fort Wayne, to start a series of special morale-building programs designed for both soldier and civilian consumption.

WBTM, Danville, Va., reports its new transmitter and antenna system located just outside the city limits on the banks of the Dan River is in full operation.

WTIC, Hartford, has called upon staff members to prepare a series of original manuscripts dealing with various phases of America's war effort. A prize of $5 for each script accepted has been offered and certain members of the program and production department will be judges. Programs will also be presented on W53H, WTIC's FM station.

WTAG, Worcester, backed up the war bond pledge campaign with a special program April 20 entitled *Bonds for Liberty*. The show presented a message from Mayor William A. Bennett; dramatic skit contrasting America with Nazi-dominated countries by WTAG workshop players; music by the station orchestra; visit to the office of William H. Nolet, chairman of the Worcester Minute Men of '42.

WGY, Schenectady, climaxed its bowling league season with Kolin Hager, station manager, and Jack Mann, a WGY usher, teaming to win the high-low tournament. Howard Tupper, announcer, carried the season's high average.

WHK-WCLE, Cleveland, employes, numbering 125, have unanimously enrolled in the payroll deduction plan for war savings.

KGW-KEX, Portland, is aiding the local Victory Center, set up last week to promote war savings sales with H. Quenton Cox, assistant manager of KGW-KEX, as assistant program director for the Center. Phil Irwin, announcer, has arranged for an AFRA member to act as m.c. there each day. KEX is also piping its noon newscast to the Center.

WCMI, Ashland, Ky., in recognition of its public service rendered is to be honored May 2 by the Clarence Field Post of the American Legion who will present the station with an American flag. Flag-raising ceremonies will be broadcast.

EXTENDING its contract 13 weeks to carry its program, *Meet the Orchestra*, through the school year, the Broadway House of Music, Milwaukee, will continue to present prominent musical instructors and studio demonstrations of instruments on W55M, *Milwaukee Journal* FM adjunct.

SERVICE MEN as far away as Iceland are listening to programs from WCKY, Cincinnati, it has been reported by Ernest Darsey, former WCKY engineer, now of WEDC, Chicago, who said he listened to Rex Davis' WCKY newscasts regularly while with the Army in the polar region.

GOLD MAGIC—nothing to it, says Howard L. Chernoff, managing director of WCHS, Charleston, and radio's only discovered magician. He maintains it's just as easy to pull a bowl of goldfish from a silk scarf, which he demonstrates herewith to Alvin Snyder, brother magician of Charleston, as it is to sell WCHS to a prospective account. He's a member by invitation of the Brotherhood of Magicians.

AN AIR RAID warning signal has been placed in the reception room of WBT, Charlotte. It is connected with a Western Union signal operated direct from the filter station.

WWJ, Detroit, in a recent two-hour variety program given by night club entertainers, cafe orchestras and station talent, reports that it obtained more than $8,000 in pledges for United China Relief's campaign for $250,000 as Detroit's quota of the $7,000,000 national figure. During the broadcast a statement was received from August Schoole, head of the Michigan UAW-CIO, pledging that members of his union would contribute an hour's pay per month to Chinese, British, Russian and American war relief "until Fascism is crushed."

BONUS was presented to employes of WIBX, Utica, last week by order of Mrs. Margaret Potter Bowen, president. She explained that the bonus was to take care of increased costs of living.

WGL, Fort Wayne, has sold its remote broadcasts from the city traffic court to Lupke & O'Brien, local insurance agency. Program is on 30 minutes Wednesday mornings.

KOA, Denver, has acquired a new sound truck built by NBC, New York.

KGW-KEX, Portland, Ore., has added PA, radio subsidiary of AP, to its news services.

"To Hell with Bluebirds—"

How a copy director proved you could create a sensation with a message in Printers' Ink.

Walt Weir was sick of bluebirds . . . of passive war psychology . . . of plaintive tunes.

He wanted action . . . not to Remember Pearl Harbor but to *take* Tokio, to *bomb* Berlin, to *raze* Rome. Inspired, Weir and his typewriter swung into action . . . produced a stirring challenge that campaigned for vultures over Berchtesgaden instead of bluebirds over Dover, for stiff uppercuts instead of stiff upper lips, for the experience of being made to feel fighting mad.

PRINTERS' INK published it. And, then the deluge. First, the jangling of telephones at Lord & Thomas where Walt Weir is copy director and vice-president. Readers calling to say it filled them with excitement.

The New York World-Telegram reprinted it on its editorial page. On the Columbia Pacific Network a movie star read it to an estimated audience of one million. Western Newspaper Union was granted permission to have it appear in two hundred member newspapers. Station WQXR invited Mr. Weir to read it over the air. The response was so enthusiastic it was repeated by transcription.

The Dayton Journal published it on its first page. An important national weekly requested its editors to reflect the attitude expressed by Weir.

Sales of "Bluebirds Over the White Cliffs of Dover" have plummeted, we hear. The song has been hissed in night-clubs and greeted with, "To hell with bluebirds!"

Nearly one hundred requests for permission to reprint have been granted. And, repercussions are still coming in, confirming again and again the high readership of PRINTERS' INK in influential quarters.

It is this kind of responsiveness that will build sales volume for you when your promotion appears in PRINTERS' INK.

. . .

FREE REPORT ON WARTIME ADVERTISING

41 different examples of constructive wartime advertising. Every one an idea to help you hold accounts that are threatening to cancel. One advertising media executive found twenty ideas here for his salesmen. Write now for your free copy of "WARTIME ADVERTISING." Address Advertising Dept., PRINTERS' INK, 185 Madison Ave., N. Y.

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today

Purely PROGRAMS

RADIO observes Inter-American and National Music Week May 3-10 with special programs featuring Latin-American, British and native American music and talent, with pick-ups from various points in the Western Hemisphere.

CBS programs are dedicated to Music Week's ideals of "American Unity through Music" and "Music Maintains Morale" and include a concert of British music by the Columbia Broadcasting Symphony, the season's final *Milestones in American Music* broadcast from the Eastman School of Music and a program of music composed and conducted by Francisco Mignone, Brazilian musician.

NBC will observe the annual festival of music with pickups from Guatemala City, Guatemala, with a concert of indigenous Guatemalan folk music played by native musicians, and from Toronto, with a CBC program of Canadian folk music. In addition to a program of music of the United Nations, heard May 3, the network will present "Music Week" concerts by American student choruses and orchestras including the New England Conservatory Chorus.

The BLUE schedule for Music Week also calls for special pick-ups from neighbor nations with a program of typical Argentine music from Buenos Aires, and Brazilian music by native musicians from Rio de Janeiro. Colleges and a music conservatory contribute programs in celebration of the event.

* * *

Sewing School

WITH Government restrictions becoming increasingly severe, more and more women will be making their own clothes this year. More of them will be trying to arrange a variety wardrobe from a limited number of garments. To help these women make the most of their present wardrobe, and add to it inexpensively, CHML, Hamilton, Ont., has instituted a new program entitled, *Sewing School of the Air*. Sewing experts from various local department stores are guests lecturers three times weekly at 11 a.m. Louella Weresub conducts the program.

* * *

Only Music

NO ANNOUNCER and consequently no announcements distinguish *Strictly Music* on WGL, Fort Wayne. Ed King, producer, and Dick Galbreath, staff arranger, collaborate on the musical theme for the show which features the vocals of Bonnie James and Cliff Garfield and the Debonaires orchestra. Even call letters at the end of the program are sung.

* * *

Bulls and Molasses

EVERYTHING from molasses booklets to Hereford bulls is traded on Ed Begley's *Swap For Victory* on WNBC, New Britain, Conn. Station reports that the program has the endorsement of Gov. Hurley and State agricultural leaders.

For Hitler?

CONTRIBUTING to the war effort, KFXM, San Bernardino, Cal. has made a series of one-minute transcribed dramatizations built around the punch line ". . . Are YOU working for Hitler?" which are being spotted throughout the broadcast day. The "shock-copy" is directed to gossip mongers, work slower-downers, business-as-usual contenders and unbelievers who doubt that the all-out effort is as serious as it seems. Gene Harder is script writer, with Lowell Smith, station promotion manager, producing. In addition KFXM is spotting on the even hour ". . . the correct time — o'clock. Another hour closer to Victory."

* * *

Quiz and Comments

FEATURE of a half-hour series started on WMCA, New York, May 2 titled *Wingo From Washington*, with Otis T. Wingo, commentator, speaking from the Nation's Capital, is "Voice of the Audience", during which the audience will interrupt the commentaries with questions on the day's news in Washington. In addition, Wingo will conduct a "Poll of the Air", presenting two speakers for and against a pressing question of the day, and inviting listeners to express their opinions, the results to be broadcast the following week.

* * *

Post News

SERVICEMEN from six posts in the Chicago area, furnish talent for *On Parade*, studio program of WJJD, Chicago, six days a week sponsored by Goebel Brewing Co., Detroit. The program consists of news of personnel and activities of each post. Brooke, Smith, French & Dorrance, Detroit, is agency.

LADY WELDER is Ruth Lyn, conductor of the *Women's Hour* on WKRC, Cincinnati, who dropped by the Cooperative Training Assn. donned a pair of gloves and joined the students in learning the trade.

Music for Work

MUSIC TO WORK BY is the keynote of a program incorporated into *Moonlight Saving Time*, six weekly all-night show on WOR, New York. In an experiment to aid wartime production, a special program of "sweet" and "swing" music for workers in war plants on the midnight to 7 a. m. shift is heard from 5:05-5:30 a. m., said to be the "lag" period in the shift. WOR is administering "shots" of music at this time to help step up production, on the theory that such music can be more stimulating in small doses than when it is played without interruption. "Jitterbug jazz" will be excluded. Each session is dedicated to workers of various war plants in the WOR listening area.

* * *

Orchids On Time

SYNCHRONIZATION to the minute is effected on *An Orchid To You* by CKAC, Montreal, which each week presents an orchid to an outstanding Montreal woman in the war effort. Though the featured woman does not appear on the broadcast, the narrator knows the exact moment the orchid will be presented to the woman and accordingly interrupts the program for a few timely remarks.

Anti-Sabotage Bill Offered in House

Celler Plan Provides Probes Of Radio Communications

DESIGNED to discover and prevent attempts at sabotage and treason, a joint resolution (HJRes-304), was introduced recently by Rep. Celler (D-N. Y.) which would require that copies or records of radio communications be delivered to designated Government agencies in any case of suspicion.

Under the resolution, which was referred to the House Judiciary Committee, the Federal Bureau of Investigation, Military Intelligence Division of the War Department and the Office of Naval Intelligence of the Navy Department would be allowed to conduct investigations concerning "telegrams, cables, radiograms, or other wire or radio communications".

Revises 1934 Act

The resolution would set aside the limitations contained in section 605 of the Communications Act of 1934 which restricts sources to which information may be divulged received by interestate or foreign wire or radio. The agencies named in Rep. Celler's resolution are not included in this section of the Act.

Evidently aiming to prevent indiscriminate requests for investigations under the resolution, it is also provided that "no interception of any message by wire or radio and no disclosure and delivery of telegrams, cables, radiograms, or other wire or radio communications, or copies or records thereof, shall be made by any agency specified in this section unless and until such agency has received the approval of the head of the Federal Bureau of Investigation of the Department of Justice, the head of the Military Intelligence Division of the War Department, and the head of the Office of Naval Intelligence of the Navy Department, as the case may be, or by such officer or official as may be designated by one of them."

"Such approval," the resolution adds, "shall only be given when there is reasonable ground to believe that a violation of a law described in this section may have been committed, is being committed, or may be about to be committed."

The resolution provides that any information obtained can be used only for investigation and cannot be admitted in evidence except in connection with prosecution of any of the offenses described. These were: Treason, sabotage, espionage, seditious conspiracy, violations of neutrality laws and violations of the act requiring registration of foreign principals. Violations under the resolution would be punishable by fines of $10,000 or imprisonment not more than two years, or both.

EDWARD L. BERNAYS, public relations counsel, have leased new quarters at 9 Rockefeller Plaza, New York.

OEM DRAMATIZES THE ENEMY

New Broadcast Series to Be Based on Nature Of Foe Opposing United Nations

A NEW SHOW, tentatively titled *Beware the Enemy*, a dramatic series based on the nature of the foe opposed by the United Nations, is in preparation by the radio section of the Office for Emergency Management, headed by Bernard C. Schoenfeld, former Broadway playwright who wrote the famed *Johnny Appleseed* adaptation. The show will soon be placed sustaining on one of the networks.

Mr. Schoenfeld's section, a unit of the OEM information division headed by Robert W. Horton, acts as the radio agency for War Production Board, Office of Price Administration, Office of Defense Transportation, National War Labor Board and Lend-Lease Administration. It now has a staff of about 30, including those functioning in New York.

Assistant chief of the section is William Spire, former radio director of McCann-Erickson, and production director is William N. Robson, former CBS producer of the *Columbia Workshop*. Frank K. Telford, who writes the *You Can't Do Business With Hitler* transcriptions now carried on 750 stations in this country, is assistant production director. William B. Greenwald, former owner of KWBG, Hutchinson, Kan. (now KWBW) is chief of field operations.

The scriptwriting staff includes William McMorrow and Joel Hammil, formerly with Blackett-Sample-Hummert; Elwood C. Hoffman, former radio director of the Michigan State Unemployment Compensation Commission; Dorothea J. Lewis, former radio director of the National Park Service; Ben Kagan, author of *The Parker Family* and other shows. Tom Fizdale acts as consultant on publicity.

Professional actors are used in the shows produced by the OEM radio unit, some of which, like the *You Can't Do Business With Hitler* transcriptions, may be sponsored locally. OEM also stages the *Keep 'Em Rolling* variety show now in its 26th week on MBS, Sundays, 10:30 p.m.; *Three Thirds of the Nation*, produced in Hollywood for the BLUE, Wednesdays, 10 p.m.; and *The Home Front*, a script show with local tie-ins produced in cooperation with the Women's Auxiliary of the American Legion for local production, primarily in small towns.

THE NBC Summer Symphony Orchestra will shift from its present spot on BLUE, Tuesday, 9:30-10:30 p.m. to Saturday, 9-9:45 p.m., starting May 9.

ASK ANY JOHN BLAIR MAN, OR WRITE, FOR THE COMPLETE STORY OF KFYR

KFYR Bismarck
550 KILOCYCLES 5000 WATTS

REVIVAL OF WIBO DENIED BY NELSON

AL NELSON, assistant to the president of NBC and manager of San Francisco operations, has no intention of seeking reinstatement of WIBO, Chicago, deleted a decade ago, upon his retirement from his San Francisco post May 1. Mr. Nelson has been succeeded by John Elwood, director of international programs for NBC.

"Regarding a story current in trade papers to the effect that I have filed a petition for relicensing of WIBO," Mr. Nelson advised BROADCASTING, "I have filed no such petition and do not know where the story originated.

"So far as I know, it has no factual basis. I am leaving NBC May 1 and have made no plans for the future beyond a few weeks of vacation."

WOV Sues Insurer

DAMAGE SUIT for $36,738 has been filed in New York Supreme Court by WOV, New York, against the Norwich Union Fire Insurance Society, seeking reimbursement for damages to the WOV plant incurred at the time of the engineer strike Nov. 3, 1940. The plaintiff, filing the suit under its former owner name, Greater New York Broadcasting Corp. alleges failure on the part of the insurance company to insure the station against civil commotions, riots, strikes, etc.

Discs to Servicemen

RECORDINGS, along with photographs of the special service flag-raising ceremony recently staged at CBS Hollywood studios, were sent by Donald W. Thornburgh, western division vice-president and Fox Case, director of special events, to each of the 37 former employes now in the armed forces. Honor roll includes more than 25% of the network's Hollywood male employes now in the Army, Navy and Marine Corps.

WHN Names Dr. Eddy

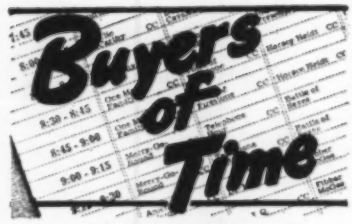
DR. WALTER H. EDDY, former director of the Good Housekeeping Bureau, and currently expert consultant on food and nutrition to the Quartermaster General, on May 4 takes over the position left vacant by the recent death of Dr. Shirley Wynne as conductor of the six times weekly *Food Forum* on WHN, New York. The program is presented by the American Institute of Food Products, of which Dr. Eddy now becomes head. Current sponsors include Ehler's Grade A coffee and tea, Van Camp's pork and beans, Smith's Puritan Brand peas, Mrs. Grass' vegetable noodle soup, Hellmann's Mayonnaise, Broadcast Brand Redi-Meat, Aristocrat and Darlene ice cream.

WRVA

COVERS RICHMOND AND NORFOLK!

50,000 WATTS DAY AND NIGHT CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



LOUIS J. NELSON

TALK to Lou Nelson of Wade Adv. Agency, Chicago, for a few minutes on his favorite subject — radio — and you'll quickly come to the conclusion that here is an astute observer who puts his observations to practical use.

For Lou is not afraid to pioneer. Six years ago he walked out of Iowa State College into Wade Adv. Agency. Today he is spacebuyer as well as timebuyer.

He has preached the value of cultivating the great mass markets among the wage earning classes of people. In the past, as now, he has always been especially interested in the small town and rural markets. He was the first purchaser of the Keystone Broadcasting System to cover the secondary markets.

Lou doesn't believe in using ratings as final guides when buying periods adjacent to network shows. "Ratings have been abused", he says. "They are of relative value—intended to indicate the popularity of one program in relation to other programs. When buying time for mass appeal and rural areas, ratings are not accurate since they reflect only relative city popularity."

"There is no slide rule, no exact science, of buying radio time," Lou maintains. "There are so many variables, that in my opinion each station must be bought individually on the basis of what it alone can do. I feel that it is not enough for a timebuyer to buy a station on the basis of its physical properties on paper—he should know the personnel of the station, complete program schedules and he should know what to expect in the way of cooperation from the station.

Lou buys time for Miles Labs., Morris B. Sachs, Murphy Feeds, General Bandages, National Electric Tool. He spends a great deal of his spare time outdoors at tennis, skiing and figure skating. Indoors, he has photography, Susan Jo, age 3 months, and "Honey".

AAAA Closed Sessions Planned for May 18-19

CLOSED session of the American Assn. of Advertising Agencies will be held May 18-19 at Skytop Lodge, Skytop, Pa., to discuss industry wartime problems as well as individual exigencies. The AAAA meeting for members only will exclude outsiders for the first time in several years.

In keeping with the times, the association has announced that all organized sport events, formal meals, including the traditional annual banquet, will not be held. Convention will include the first meeting of the new executive board of the AAAA which will be elected at that time.

McCreery Joins OEM

WALTER K. McCREERY, vice-president and general manager of Allied Adv. Agencies, Los Angeles, has been appointed regional radio director for the Information Division of the Office For Emergency Management and the War Production Board. His appointment was announced by Dean Jennings, regional director of the Information Division in San Francisco. McCreery has taken an indefinite leave-of-absence from Allied Adv. Agencies of which he is a partner. He will coordinate station cooperation on behalf of the war effort in the seven western states, headquartering in the Western Pacific Bldg., Los Angeles.

Dunkle Joins Agency

DICK DUNKLE, creator of the Dunkle Sports Research Service, a forecast of football results syndicated on a national spot basis for local stations, has returned to the agency field as space and timebuyer of Donahue & Coe, New York. Formerly with Benton & Bowles, New York, working on the General Foods account, Mr. Dunkle resigned from that agency in 1938 to devote himself exclusively to his football forecasts.

Named to NIAA Board

NATIONAL INDUSTRIAL Advertisers Assn., Chicago, has elected Blaine G. Wiley, of All-Steel-Equipment Co., Aurora, Ill., and Harold Quinlan, of Spencer W. Curtiss, Indianapolis to its board of directors. Mr. Wiley succeeds F. I. Lackens, of Hays Corp., Michigan City, Ind., recently elected vice-president.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Agencies

THAYER RIDGEWAY, formerly account executive of McCann-Erickson, New York, has been appointed account executive of Lennen & Mitchell, New York. Before joining McCann-Erickson, he was general sales manager of the Mutual-Don Lee Broadcasting Co., Los Angeles.

BLAYNE BUTCHER, radio producer and timebuyer of Lennen & Mitchell, New York, is on the West Coast to supervise production of the May 3, 10 and 17 broadcasts by *Walter Winchell* from Hollywood and San Francisco, sponsored on the BLUE by Andrew Jergens Co., Cincinnati.

JOHN NELSON, radio director of Raymond R. Morgan Co., Hollywood, and Arnelle Olson of that agency, were married April 24 in Santa Barbara, Cal.

JOHN E. McMILLIN, New York vice-president in charge of radio for Compton Adv., accompanied by W. L. Lingle, Cincinnati executive of Procter & Gamble Co., was in Hollywood during late April.

LEONARD M. MASIUS, vice-president and manager of Lord & Thomas' New York office, has been elected executive vice-president, and not vice-president, as stated in the April 27 BROADCASTING.

PHYLLIS CUNNYNGHAM, formerly of the advertising department of Gimbel's Dept. Store, New York, has joined Duane Jones Co., New York, as head of the premium department, replacing Woodrow Sporn, who has entered the Marine Corps.

HANS LEO REICH, producer of United Broadcasting Co., Chicago, has been appointed to handle German translating of radio announcements of the Chicago OCD and the Cook County War Savings Staff, and to promote War Bond sales among German-Americans of Chicago.

CHARLES H. GARDNER account executive, Gardner Adv. Co., St. Louis, has been commissioned a lieutenant in the Navy assigned to Quonset, R. I.

OSCAR DOYLE JOHNSON, former production head of the Philadelphia Electric's advertising department, has joined Willard G. Myers Adv. Agency, Philadelphia.

ED KNEASS, Bob Thurmond, Bob Shirey and Harry Lee, all of J. Walter Thompson's San Francisco office, have entered the Navy with commissions.

WILLIAM H. SANDERSON, formerly in the market research department of Raymond R. Morgan Co., Hollywood, has joined Eugene F. Rouse & Co., Los Angeles, as account executive.

BRUCE POWELL, formerly with Columbia Artists, recently purchased by Music Corp. of America, has joined Myron Selznik Agency as head of the radio department.

NORMAN R. THAL, radio director of Century Adv. Agency, Detroit, has resigned to join his father's business, Inshield Products Co., Toledo.

GEORGE BAYARD, vice-president of Russel M. Seeds Co., Chicago, has been appointed by the Treasury as Chicago director of the continuity writers division of the War Savings Staff.

JOHN J. LOUIS, vice-president of Needham, Louis & Brorby, Chicago, has been appointed consultant to the Information Division of the Office of Emergency Management. Mr. Louis will divide his time between Washington and Chicago.

REDFIELD - JOHNSTONE Adv., New York, has moved from 247 Park Ave. to 420 Madison Ave.

Lawrence to Coast

BILL LAWRENCE, after several months in New York, has returned to the West Coast and reopened Pedlar & Ryan's Hollywood offices at 1680 N. Vine St. In addition to managerial duties, he is producing the weekly quarter-hour *Songs by Dinah Shore*, sponsored by Bristol-Myers Co. on 104 BLUE stations, Friday, 9:30-9:45 p.m. (EWT). Formerly advertising Minit Rub and Sal Hepatica, the series on May 1 was shifted to the West Coast, taking a new network time and promoting Mum. Lawrence will also be in charge of production of the weekly CBS Fred Martin orchestra series, sponsored by Lady Esther when that program shifts to the West Coast in late May.

USE of motion pictures in television will be discussed and demonstrated among other technical subjects at the semi-annual convention of the Society of Motion Picture Engineers to be held May 5-8 at the Hollywood-Roosevelt Hotel, Hollywood.

Closes Chicago Office

CECIL & PRESBREY, New York, has closed its Chicago service office, opened in 1937. Edwin C. Olson, formerly Chicago manager, has joined Roche, Williams & Cunnyngham, Chicago, as account executive, and Henry Nathan, formerly account executive, has joined George H. Hartman Co., Chicago.

Stauffer to R and R

DON STAUFFER, formerly radio director of Young & Rubicam and recently with A. & S. Lyons, New York theatrical agent, has joined Ruthrauff & Ryan, New York, as vice-president and director of radio, with Heagan Bayles, vice-president, as associate director. Lawton Campbell, who has been in charge of radio for 4½ years, plans to enter the U. S. service. Bill Tuttle, former director and supervisor of radio of Ruthrauff & Ryan, New York, who joined A. & S. Lyons, New York agents, last fall, has taken over Stauffer's duties.

McCann-Erickson Names Cottington Radio Head

CHARLES H. COTTINGTON, formerly vice-president of N. W. Ayer & Son in charge of radio plans and station contracts, has been appointed radio director of McCann-Erickson, New York, succeeding William Spire, who has joined the Office for Emergency Management in Washington as assistant chief of the radio section.

Mr. Spire is working under Bernard C. Schoenfeld, who in turn reports to Robert W. Horton, OEM information director. The OEM radio section also functions for the War Production Board, Office of Price Administration, Office of Defense Transportation, National War Labor Board and Lend-Lease Administration.

JOHN K. CHAPEL, news commentator of KROW, Oakland, will leave soon on a lecture tour through Mexico and Central America.

"Mr. Pottsby can't believe it—
TODAY IS TODAY!"

NO, it's not a line from Gerty Stein. It's just the sweet delirium of realizing that, after weeks of trying, Mr. Pottsby has finally gotten through all the items on his calendar pad. Today is today, and not the remnants of yesterday.

We're not delirious enough to take *all* the credit, but Mr. Pottsby *is* saving time, effort and the budget by letting WGY do his whole radio-advertising job in central and eastern New York and western New England. He's found that it's not necessary to deal with umpteen stations hither, thither and yon. *One* station—one big station whose voice carries clearly throughout this broad airea—can give him *38 per cent more listeners* than any other station in this region.

This is not surprising, for WGY started along with crystal sets, back at a time when it was the only radio voice around these parts. And today it's:

★ the airea's only 50,000-watt station.
★ the airea's only NBC Red station.
★ the airea's must station for radio advertisers.

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
New York Chicago Boston Washington
Cleveland Denver San Francisco Hollywood

WGY-69-211

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNEW, New York

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 25 *sa* weekly, 9 weeks, thru Ruthrauff & Ryan, N. Y.
Hollywood Film Studio, Hollywood, *sp* and 6 *sa* weekly, 13 weeks, thru Raymond R. Morgan, Hollywood.
E. Fougera & Co., New York (Don Juan lipstick), 3 *sp* weekly, 13 weeks, thru Grey Adv. Agency, N. Y.
Jacob Ruppert Brewery, New York (beer and ale), 20 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Quaker Oats Co., Chicago (Sparkies), 2 *sa* weekly, 8 weeks, thru Ruthrauff & Ryan, Chicago.
Paton Corp., New York (Yuban Coffee), 25 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Noxon Inc., New York (metal polish), 3 *sp* and 5 *sa* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Lambert Pharmacal Co., St. Louis (Listerine tooth paste), 3 *sp* weekly, 45 weeks, thru Lambert & Feasley, N. Y.
Scherk Corp., New York (perfumes), weekly *sa*, 13 weeks, thru Lee Sohn Adv., N. Y.
I. J. Fox, New York (furs), 53 *sa* weekly, 6 weeks, thru Lew Kashuk, N. Y.

WLW, Cincinnati

Liggett & Myers, New York (Chesterfield) 56 *ta* weekly, thru Newell-Emmett Co., N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy) 22 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall) 14 *ta* weekly, Ruthrauff & Ryan, N. Y.
Lehn & Fink, New York (Hind's Honey & Almond Cream) 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Ten B-Low Co., Columbus (Ten B-Low ice cream mix) 7 *sa* weekly, Ralph H. Jones Co.
Peter Paul, Naugatuck, Conn. (Mounds) 5 *sa* weekly, thru Platt-Forbes, N. Y.
General Foods, New York, (Sure Jell) 6 *sp* weekly, thru Benton & Bowles, N. Y.
Skinner & Eddy, Seattle (Minute Man Soup) 6 *sp* weekly, thru J. M. Mathes, N. Y.

WIND, Gary

Peter Fox Brewing Co., Chicago, 7 *sp* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
H. S. Kass Clothiers, Chicago, 6 *sp* weekly, thru White Adv. Agency, Chicago.
Grennan Bakeries, Minneapolis, 15 *sa* weekly, 13 weeks, thru Campbell-Mithun, Minneapolis.
Tower Finance Corp., Chicago, 18 *sa* weekly, till forbid, thru Irving Rocklin & Assoc., Chicago.

WHN, New York

Paton Corp., New York (Yuban Coffee), 5 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Carter Products, New York (Carter's Little Liver Pills), 5 *sa* weekly, 35 weeks, thru Street & Finney, N. Y.
Bickford's, New York (restaurants), 5 *sa*, 13 weeks, thru Roberts & Reimer, N. Y.
Charm-Kurl Co., St. Paul (permanent wave kit), 5 *sp* weekly, 13 weeks, thru Guenther-Bradford, Chicago.

WJJD, Chicago

Chicago Technical College, Chicago, 9 *sp* weekly, thru Buchanan & Co., Chicago.
Chicago Herald American, Chicago, 3 *sa* weekly, thru Bozell & Jacobs, Chicago.
Associated Labs., Long Island City, N. Y. (Kelpa Malt), 6 *sa* weekly, 52 weeks, thru Grady & Wagner, N. Y.

WGTC, Greenville, N. C.

National Biscuit Co., New York (bread), 10 *sa* weekly, 26 weeks, thru McCann-Erickson, N. Y.

WCAO, Baltimore

General Baking Co., New York (Bond Bread), 12 *sa*, thru Ivey & Ellington, Philadelphia.
American Chicle Co., New York (Dentyne), 145 *sa*, Badger & Browning, N. Y.
F. W. Woolworth Co., New York, 52 *sa*, thru Lynn Baker Adv. Agency, N. Y.
Bulova Watch Co., New York, *sa* weekly, 52 weeks, thru Biow Co., N. Y.
Nedick & Co., New York (orange drink), 51 *sa*, thru Weiss & Geller, N. Y.
R. B. Davis & Co., New York (Cocomalt), 7 *sa* weekly, 13 weeks, thru Murray Breese Assoc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan Soap), 3 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
American Tobacco Co., New York (Pall Mall), 10 *ta* daily, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Air Transport Co., New York (airline services), 3 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

KSAL, Salina

Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, 52 weeks, thru McJunkin Adv. Co., Chicago.
Farmers Union Life Insurance Co., Des Moines, 1 *sp* weekly, 21 weeks, thru Fairall & Co., Des Moines.
Marmola Co., New York (reducing agent), 3 *ta* weekly, thru Spot Broadcasting, N. Y.
Nourse Oil Co., Kansas City, *ta* weekly, 52 weeks, thru Barrons Adv. Co., Kansas City.
Socony-Vacuum, New York, 6 *ta* weekly, thru J. Stirling Getchell, N. Y.
Dr. Pepper Co., Dallas, 3 *t* weekly, 52 weeks, thru Benton & Bowles, N. Y.
Nehi Corp., Columbus, Ga., 4 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Sunway Vitamin Co., Chicago, 6 *sa* weekly, 21 weeks, thru Northwest Radio Adv. Co., Seattle.

WMAQ, Chicago

Peter Hand Brewery Co., Chicago (Meister Brau beer), 5 *sp* weekly, 13 weeks, thru Mitchell-Faust Adv. Co., Chicago.
American Chicle Co., Long Island City, N. Y. (Dentyne), 5 *t* weekly, 21 weeks, thru Badger, Browning & Hersey, N. Y.
Lever Bros., Cambridge (Lifebuoy soap), 12 *ta* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.
Standard Oil Co. of Indiana, Chicago, 6 *ta* weekly, 13 weeks, thru McCann-Erickson, Chicago.
Lehn & Fink Products Corp., N. Y. (Hind's Honey & Almond Cream), 10 *sa* weekly, 10 weeks, thru Wm. Esty & Co., N. Y.
Ward Baking Co., N. Y., 14 *sa* weekly, 2 weeks, thru W. E. Long Co., Chicago.

WTCN, Minneapolis

Koppers Co., St. Paul (fuel), *sa*, thru Chas. Dallas Reach, Newark.
Socony-Vacuum Oil Co., New York, 6 *sp* weekly, thru J. Stirling Getchell Inc., Kazsas City.
Kellogg Co., Battle Creek (Pep), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
American Chicle Co., New York (Beeman's gum), 36 *ta* weekly, thru Grant Adv., N. Y.

WHK-WCLE, Cleveland

The Shaler Co., Chicago, 7 *ta* weekly, thru Kirkgasser-Drew Adv. Agency, Chicago.
Macfadden Publications, New York, 15 *sa* weekly, thru Arthur Kudner, N. Y.
Fleet-Wing Corp., Cleveland (gas & oil), 10 *sa* weekly, 10 weeks, thru Griswold-Eshelman Co., Cleveland.
Applied Merchandising Inc., New York (candy bars), 7 *sa* weekly, 260 times, thru Mason, Au & Magenheimer, N. Y.
Clairol Inc., New York, 6 *ta* weekly, 5 weeks, thru Grey Adv. Agency, N. Y.
Quaker Oats Co., New York (Sparkies), 3 *sa* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Pepsodent Co., New York, 6 *ta* weekly, 250 times, Lord & Thomas, Chicago.
Shell Oil Co., New York, 3 *ta* weekly, 156 times, thru J. Walter Thompson Co., N. Y.

14 Sponsors Are Signed For 'Gangbusters' Series

A TOTAL of 14 sponsors on 29 stations had signed a week before the show started, for *Gang Busters*, weekly half-hour program offered to local outlets for individual sponsorship by BLUE, one week before the show started. The total was reached when the program gained four new sponsors on four stations and a cigar company added two regional networks and one station to the first list released by BLUE [BROADCASTING, April 27].

Additional sponsors and stations are: Deisel-Wemmer-Gilbert Corp., Detroit (San Felice Cigars), Oklahoma network, Michigan network and WSAI, Cincinnati; Leavitt Department Stores, WMUR, Manchester, N. H.; Rose & Sons (clothing store), WFMJ, Youngstown; American Brewing Co., WDSU, New Orleans; Patterson's Drug Stores, WSLI, Jackson, Miss.

More Shortwaved

PHILIP MORRIS & Co., New York (cigarettes), has added the *Philip Morris Playhouse* and the *Crime* ginning May 9, 7-7:30 a.m. and *Doctor* to the list of seven commercial programs now broadcast by CBS via shortwave to servicemen aboard. The *Crime Doctor* will be rebroadcast every Saturday, be the *Philip Morris Playhouse* will be transmitted Wednesday, beginning May 6, in the same period. Biow Co., New York, handles the account.

More for your money in Montana.

Adv.

Governors Rescind Canada Disc Rule

General Policy Considered An Aid to Broadcasters

AS A RESULT of the meeting of the board of governors of the Canadian Broadcasting Corp. with the executives of the Canadian Assn. of Broadcasters, the board has rescinded regulations pertaining to restricted use of transcriptions between 7:30 and 11 p. m.

Under the board's decision, it is learned unofficially, petitions for use of transcriptions during evening hours must be submitted to the CBC Station Relations Department at Toronto, which will have full jurisdiction as to what evening hours each station may be allowed to use transcriptions. Some general policy is under consideration, which will eliminate the numerous applications which will follow the board's decision and yet enable a wider use of evening transcription use.

Price Mentions

On the question of price mention, the board has made no decision. Canadian stations may not mention prices on commercials, despite the fact that this is allowed by Australian and New Zealand as well as American stations. Canadian broadcasters have pointed out that such price mentions will aid greatly people living in rural communities who do not regularly receive newspapers, and directly aid the war effort in cutting down deliveries and auto travel. They have also shown as a result of surveys and public opinion polls that the majority of Canadians have no objection to price mention on radio commercials.

No decision has been made either as to the use of sponsored or sustaining commentators. The ban on commentators applies equally to Canadian and American sponsored news analysts. Only exception made on the ban recently was in the case of CKLW, Windsor-Detroit, which was allowed to bring in two sponsored MBS commentators. It is expected the ban on sponsored commentators will be lifted to meet changing conditions. Decision on the direct sponsorship of newscasts has not yet been reached, but is also expected to be decided at an early date.

WEAF Lifts Spot Ban

WEAF, New York, has dropped its rule against announcements and is now accepting one-minute spots, either live or transcribed, during three periods daily: *Studio X*, 8:05-8:30 a.m.; *Rhythm Time*, 12:50-1 p.m.; *Funny Money Man*, 6-6:10 p.m. Rates are $90 daytime or $150 nighttime for one announcement, decreasing to $67.50 daytime or $112.50 evening per announcement if 300 are used in a year.

FOREMAN Co. has been appointed exclusive national representative of KCLN, Blytheville, Ark., operating on 900 kc. with 1,000 watts.

Radio Advertisers

HASKINS BROS., Omaha, has started *Calling All Kitchens*, quarter-hour five-weekly series on WMT, Waterloo, Ia., for Blue Barrel soap, and on KSO, Des Moines, for Spark granulated soap. Agency is Sidney Garfinkel Adv., San Francisco.

TERRE HAUTE Brewing Co., Terre Haute, has signed for the transcribed series of five-minute sports stories, *One For The Book*, by Sam Balter on 46 stations for Champagne Velvet beer. Transcriptions ore produced by Frederic W. Ziv Inc., Cincinnati, and account agency is William Pollyea Adv. Agency, Terre Haute.

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter), recently added KFI, Los Angeles, to the list of stations carrying *Skippy Hollywood Theatre*, half-hour transcribed dramatic program. In addition to KFI, program is released weekly on KQW KEX KROY KUTA KARM. Agency is Sidney Garfinkel Adv., San Francisco.

SANTA FE TRANSPORTATION Co., Los Angeles (bus service), to promote summer vacation travel, on May 5 starts a weekly half-hour transcribed version of *The Shadow* on KHJ, Hollywood. Contract is for 52 weeks. Agency is Ferry-Hanley Co., Los Angeles.

GREAT WESTERN LAUNDRY Co., Chicago, on May 25 will start sponsorship of *Musical Clock*, thrice-weekly quarter-hour on WBBM, Chicago, for 52 weeks. Agency is Salem N. Baskin Adv. Agency, Chicago.

LOWE BROS., Toronto (paints), has started thrice-weekly *Wife Preserves* on CFRB, Toronto. Account was placed by MacLaren Adv. Co., Toronto.

COOPER SAFETY RAZOR Corp., New York, last week added WFIL, Philadelphia, to its campaign of daily spot announcements for Long-Life Cooper blades, currently running on WNEW, New York. The Heffelfinger Agency, New York, handles the account.

CORD - MEYER DEVELOPMENT Co., Forest Hills, N. Y. (real estate), on April 24 started sponsoring a weekly five-minute transcribed music program on WJZ, New York, for 13 weeks to attract families to apartments in Forest Hills. This is the firm's first consistent radio campaign. Furman-Feiner. New York, is agency.

FIRST FEDERAL Savings & Loan Assn., Chicago, on May 8 will start sponsorship of Donald McGibney, weekly quarter-hour summary of world affairs on WBBM, Chicago. Agency is Jewel F. Stevens Co., Chicago.

LEVER BROS., Cambridge, Mass., has started participations on the five-times weekly shows *Here's Morgan* and *The Answer Man* on WOR, New York, to advertise Lifebuoy Soap. In addition the company now uses spot announcements before and after the station's seven times weekly baseball broadcasts. Ruthrauff & Ryan, New York, handles the account.

FISHER FLOURING MILLS Co., Seattle (Biskit-Mix flour), on April 27 started for 13 weeks *Bess Bye, the Market Scout* weekly on KFRC, San Francisco. Agency is Izzard Co., Seattle.

SHEFFIELD FARMS Co., New York, has started sponsorship of its second morning campaign on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York, with thrice-weekly participations on behalf of Sheffield Farms butter. Sheffield's first morning campaign on WABC ran from February to April this year. Agency is N. W. Ayer & Son, New York.

AMERICAN PRODUCTS Co., Cincinnati, advertising for agents to sell the line of Zanol food and toilet products, has placed thrice-weekly quarter-hour transcribed musical program on KJBS, San Francisco; KFBK, Sacramento, and KMPC, Beverly Hills. E. H. Brown Adv. Agency, Chicago, is agency.

ANDY LOTSHAW Co., Chicago (body rub), has started *Lead Off Man*, ten-minute interviews of baseball players by Bob Elson, on WGN, Chicago, preceding all home games of the Chicago Cubs and White Sox. Agency is Arthur Meyerhoff & Co., Chicago.

R. L. SPERBER has been elected vice-president in charge of sales and advertising of Sterling Products Ltd., Windsor, Ont. Sperber joined the company as advertising manager in 1936 and became sales manager in 1939.

CONTRACT for one of the largest time sales on a local New York station is signed by Jerome M. Layton, advertising manager of Crawford Clothes, New York, while Don Shaw, general manager of WMCA, New York (left), and Wilbur Stark of the station's sales staff, look on. Crawford is using 10 hours weekly on WMCA for 26 weeks. Agency is Al Paul Lefton Co.

NBC, in San Francisco Has 19 in Armed Forces

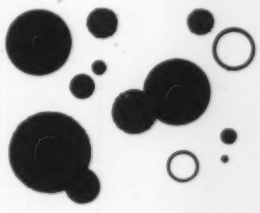
NBC, San Francisco, is well represented in the armed forces of the United States, its service flag now carrying 19 stars. The Navy has the greatest number: John Laurence, baritone; John Cuthbertson, actor; Richard Bertrandias, producer; Robert Bishopp, sound effects; Edward C. Callahan, Curtis D. Peck and Frank L. Fullaway, engineers; King Harris, salesman; Proctor A. Sugg and Bill Wood, announcers; Frank Olsson, guest relations. To the Army Air Corps went Joseph Gillespie, announcer; David McNutt, press department; Martin Levin, guest relations. Others serving in the Army are Milton Frank Jr., Robinson A. Gray, John McDermott and Don Monett, formerly of guest relations, and James Pool, press.

WINSTON CHURCHILL

HIS LIFE STORY

TRANSCRIBED

For information write or wire: Kasper-Gordon Inc. 140 Boylston St., Boston . . . or . . . Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood



When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

NOTICE ANY SHORTAGE IN PETROLEUM (Ky.)?

You can hardly expect a town of 75 people to have *everything!* So it's not surprising that there's a shortage of big dough in Petroleum (Ky.). On the other hand, there's no lack of legal tender in the Louisville Trading Area. In fact, this Area's 1,331,200 people have 33% *more* effective buying income than the rest of Kentucky *combined!* . . . For a pipeline right into this purchasing power, WAVE is the only station you need—the only station providing *complete* coverage at *low* cost! Want the proof?

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WGN Names MacGregor

KENNETH W. MacGREGOR, producer of MBS *Chicago Theatre of the Air*, formerly producer of NBC and Benton & Bowles, New York, has been appointed production director of WGN, Chicago, by Frank P. Schreiber, manager. A graduate of the U of Maine, Mr. MacGregor started in radio as radio columnist of *Brockton* (Mass.) *Enterprise*. In 1928, he joined WBZ, Boston, as announcer, later because program director of WBZA, Springfield, and a year later joined NBC, producing *Cities Service Program, General Electric Hour, Maxwell House Show Boat*, and a number of daytime serials. He was appointed senior producer of Benton & Bowles in 1934. He has been in Chicago since February producing MBS *Chicago Theater of the Air*, and the summer replacement *America Loves A Melody*.

World's Finest Deep Sea Fisheries

As early as 1530 records show that 500 sail, English, French and Portuguese, with a few Dutch and Spanish, carrying 6,000 men, annually visited "Baccalaos" in the Spring, returning home with their cargoes in the Fall. "Baccalaos" was the Basque word for "cod-land", given to Nova Scotia in those early days.

And ever since, generation after generation of Nova Scotians have gotten their living from the sea. Nova Scotia is closest to several of the world's most productive fishing "banks". She also has valuable inshore fisheries—herring, mackerel, oysters—and has the world's largest lobster and scallops production.

NOVA SCOTIA
Radio Broadcasting Station
CHNS
HALIFAX, NOVA SCOTIA
CANADA
U.S.A. Rep.: Joe Weed & Co.—New York City

Finally an Engineer

WHEN Arthur W. Kelly joined WHAM, Rochester, N. Y., seven years ago he had ambitions of being an engineer. However his voice was so pleasing he was assigned immediately to announcing, graduating later to publicity and promotion director. Then when the personnel shortage began to be felt at WHAM, Kelly was recalled as an announcer pro tem and at last attained his engineering objective by moving into that department when that section became pressed.

Trammell Letter

(*Continued from page 26*)

ficers or employes from directorships-at-large.

CBS, on the other hand, heretofore, has taken the position that it is entitled to full active membership as a network and to representation on the board without discrimination. This view was advanced by Edward Klauber, chairman of the CBS Executive Committee, at the last board meeting in New York and to a considerable degree was responsible for the board's recommendation for full active membership.

Roughly, it has been estimated that approximately $150,000 of the NAB's estimated budget of $225,000 would be forthcoming from the major networks and the M & O stations under the board's recommendation. Until several years ago, M & O stations paid to NAB a flat rate, on the ground that their financial statements were not separated from network operations. With the inauguration of FCC annual financial returns, however, M & O stations kept separate books and dues subsequently were paid according to income brackets specified by all other stations.

The Trammell Letter

Mr. Trammell's letter follows in full text:

In connection with the forthcoming Convention of the NAB, I believe it may be advisable for you, inasmuch as you are a member of the Board of Directors, to transmit to the other members of the Board my views concerning future participation in Association activities by the NBC.

In order to eliminate any possible misunderstanding, I am setting forth categorically our position:

1. As operators of broadcasting stations, we have been members and have contributed to the NAB in the past, and shall willingly do so in the future, believing that the broadcasting industry needs a strong trade organization, now more than ever, to meet the problems that concern us all.
2. I see no valid need for the NBC as a company to become a member of the NAB or to be given, arbitrarily, a position on the Board of Directors or any other governing body.
3. I have no objection to the network companies becoming associate members of the NAB, if the Association deems that type of membership advisable, but such membership should be only on a nominal fee basis, such as characterizes such membership in other organizations, and most certainly should not carry with it any mandatory position on the governing body.
4. As station members of the NAB, we should be entitled to the same privileges as any other member and should pay dues in like ratio. Most certainly our station officials should not be barred from nomination and election as director or other officers of the Association to which other members have similar rights.
5. I want to refute as strongly as possible the senseless charge that the NBC has ever dominated the NAB or that it seeks such domination. I do not care whether or not we are represented on the Board of Directors. I have every confidence in the present Board of Directors, which was elected in a thoroughly democratic manner, completely responsive to the wishes of the membership and representative of the best interests of the industry. This is as it should be, and it is the kind of an organization which we should all support.
6. In representing us at the Convention it is my wish that you inform both the directors and the membership that we recognize the right of the NAB to draft the type of organization that the majority of the members desires. We cannot, however, accept either arbitrary placement on the Board of Directors or a disproportionate share of membership costs.

I trust the foregoing points are sufficiently clear to guide you in representing us. I am hopeful that the broadcasting industry can compose its differences and settle down to the hard job ahead of us, particularly in our war effort. I seek for NBC only that share in industry affairs to which it is entitled. In the past we have carried a heavy expense in connection with NAB activities and this has caused some of the charges of network domination. I wish to avoid this in the future. It is for this reason also that I do not care whether or not we are represented on the Board of Directors. Our entire position in relation to the industry can be summed up in one word—"Cooperation."

KFQD
Anchorage
Alaska
The Station That Entertains
Alaska's Armed Forces
•
Unl Hrs Regional Channel
•
Low Rates
•
Direct Representation
Wm. J. Wagner, Managing Owner

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Meet the LADIES

FRANKIE BASCH

RED-HAIRED, dynamic, persevering, Frances Scott, or Frankie Basch as she is better known in the industry, celebrated 10 years in radio on June 13, 1941. She started out as one of the first woman commentators on the Eastern Seaboard and since then has written and conducted almost every type of show on the air, and has covered such news assignments as the Hindenburg disaster and the first Hines trial.

Last year, she was elected an honorary member of the Women's World War Veterans "as an expression of goodwill for her work on behalf of women everywhere".

At that time she was m.c. on the Yankee Network feature *What Burns You Up?*, half-hour audience participation show, sponsored by Norwich Pharmacal Co., and this is the program she plans to produce at the NAB convention in Cleveland on May 12.

Three years ago, Frankie left her position in the special events department of WMCA, New York, where she had been handling as many as 17 shows a week, both inside and outside the studios, to go into the program production end of the business with her husband, Charles Basch, who was forming Basch Radio Productions, New York.

In addition to supplying the voice for many of the company's transcribed features, Frankie is heard on *It Takes A Woman*, series of stories on the average woman, sponsored on WABC, New York, and KXOK, St. Louis, by West Disinfecting Co., and presented by local advertisers on WTMC, Ocala, Fla., and KQV, Pittsburgh. After all the experience she's had, however, in interviewing people and covering stories, Frankie is happiest when she's conducting an audience participation program and giving the contestants and studio audience a grand time. And she'll have an expert audience to play to as she demonstrates her art before the Cleveland debutantes.

In the CONTROL ROOM

WILLIAM F. WRYE Jr., formerly of WSB, Atlanta, has been commissioned an ensign in the communications section of the Naval Reserve.

GORDON BALLANTYNE, former operator at CKX, Brandon, Man., is completing his training as a radio technician with the Royal Canadian Air Force.

DICK CAHILL, engineer of KSAL, Salina, Kan., has joined the Army Air Force.

RUSSELL KAISER, chief sound man of KWK, St. Louis, has returned after a siege of arthritis.

CECIL L. SLY, for 15 years with General Motors Corp. in Detroit, has joined Universal Microphone Co., Inglewood, Cal., as assistant purchasing agent.

R. A. BACHHUBER and Joseph F. Anderson, of Hygrade Sylvania Corp., radio tube division, have joined the Army.

CLIFFORD L. GORSUCH, former chief engineer of WSLB, Ogdensburg, WCED, Dubois, and WISR, Butler, has joined KDKA, Pittsburgh, as studio operator.

A. W. STEWART, superintendent of the NYA radio shop at Blinn College, has resigned to become chief engineer of KBWD, Brownwood, Tex.

WOR Staff Changes

ENGINEERING staff of WOR, New York, has lost three members recently. After almost 15 years of continuous service, Ernest Ridley, has resigned from the staff of the transmitter at Carteret, N. J., due to illness and will be replaced by Harry Brown. Daniel Ehrenreich was recently commissioned a lieutenant in the Army Signal Corps and Richard James has resigned because of illness. Mary Mancuso has joined the engineering staff's office.

Percy Mead

PERCY MEAD, 28, radio inspector of the FCC and former transmitter operator of WWRL, New York, died April 24 at the New York Hospital of a kidney ailment. Prior to joining WWRL in 1936, he was with WOV, New York, for two years. He leaves a wife and two-year-old son.

FEMININE INVADERS of the control room have added two more stations to their ranks. At top, Ellen Trotter, with no formal technical training whatsoever save some experience gained at the U of Minnesota's WLB, takes over background and transition music, handling transcriptions and tone control at WCCO, Minneapolis. Below, 19-year-old Grace Krueger, becomes the first woman replacement in the technical department of KMBC, Kansas City. Miss Krueger, who holds a first class radiotelephone license, received her training at Kansas' NYA radio unit at Topeka.

Inspector Applications

CLOSING application date for radio inspector with the FCC has been extended to May 29 in order to secure sufficient qualified eligibles it was said. Application forms may be secured from the Civil Service Commission and the positions pay from $2,000 to $2,600 per year.

CANADIAN newscasters and the newsroom of the Canadian Broadcasting Corp. at Toronto will be featured in a June release of the Canadian government's National Film Board monthly documentary films. The picture will portray the story of Canada's communications in wartime.

Winner

JAMES HENNINGER, chief engineer of WIBG, Glenside, Pa., was presented with the special award given annually by staff announcers to a member of the engineering staff. The award consists of a two-inch piece of lead pipe, and is called "The Order of the Lead Pipe". The emblem is a token of esteem from the announcers to show the engineer so honored in what high regard he is held by his fellow staff members.

I.A. Meeting of AFRA

ANNUAL convention of the American Federation of Radio Artists wil be held in Los Angeles, Aug. 7-9, the talent union has announced. AFRA has negotiated renewal contracts with KJBS, San Francisco, and WEVD, New York, the talent union announced, adding that a new contract with WNEW, New York, which recently gained fulltime and increased its power to 10 kw., is about agreed upon. Other contracts are about the same as their predecessors, but call for wage increases for staff artists and announcers. Union is also negotiating new contracts with other New York stations and with NBC for its sound effects men.

Union Contract For WPEN

FOR the fifth consecutive year a union contract with engineers of WPEN, Philadelphia, has been signed according to Arthur Simon, general manager. The new contract is to run two years.

Frank U. Fletcher Joins Alien Property Branch

FRANK U. FLETCHER, Washington radio attorney formerly on the FCC staff, was sworn in last Monday as a principal attorney in the office of the Alien Property Custodian. He has been associated with the law firm of Spearman, Sykes & Roberson since 1939, having joined the firm upon his resignation from the FCC, with which he had been associated the preceding five years.

Mr. Fletcher

Mr. Fletcher in August, 1940, was commissioned a first lieutenant in ordnance. A back injury resulting from a fall, however, kept him from active duty. Subsequently he was placed in the inactive reserve, his present Army status. Mr. Fletcher is the son of A. J. Fletcher, president of WRAL, Raleigh.

Diaries for Soldiers

KERMIT-RAYMOND Radio Productions, New York, has appointed Harold Lambert of the Everett N. Crosby talent agency as national sales representative, and Lillian Schoen, formerly of Radio Subsidiaries, Pittsburgh, to handle sales promotion for the company. Kermit-Raymond during the next 30 days plans to offer agencies a series of live programs, titled *Victory Playhouse*, profits of which will go to the USO. Listeners will be urged to send in 50 cents and the name and address of a boy in the armed forces, who will then receive a copy of the diary-type book "My Life in the Service".

COVER THE DETROIT AREA WITH CKLW

Music Drama News

• You'll reach the 8,000,000 people in this rich defense market quicker, and more economically over CKLW—because the alert program-planning of this live-wire station, gets the listeners 22 hours every day! Check up—on the leading radio buy in America's Third Market—today!

5,000 Watts Day and Night
MUTUAL BROADCASTING SYSTEM

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.

AGENCY Appointments

PROCTER & GAMBLE Co., Cincinnati, to Biow Co., New York, for Teel dentifrice. The agency is currently making plans for the advertising of the product, which it will handle as of July 1.

KRASDALE FOODS, New York (canned food) and H. Mantell, New York (Sheer De Chine hosiery), to Director & Lane, New York. Media plans not completed.

DR. LeGEAR MEDICINE Co., St. Louis (poultry remedy), to Simmonds & Simmonds, Chicago, for radio, publication and direct mail advertising. Phil W. Tobias and Lee Hammett are account executives.

FOREMAN & CLARK, Los Angeles (clothing chain), to Botsford, Constantine & Gardner, San Francisco. Plans are under way for a radio campaign, chiefly newscasts.

QUAKER OATS Co., Chicago, (Muffets), to Sherman K. Ellis & Co., Chicago. Newspapers and radio will be used.

GENERAL ELECTRIC Co., Bridgeport, Conn., to N. W. Ayer & Son, New York, for its electronics era campaign. Maxon Inc., New York, handles the GE radio set and tube educational campaign.

UNITED INSTITUTE OF AERONAUTICS, New York (School of Mechanical Training), to Equity Adv. Agency, New York. Radio will be used.

PRINCE MACARONI Co., Boston, to Director & Lane, New York. Plans now under way for extensive radio campaign.

WOLFE NURSERY, Stephenville, Tex., to Fondrom & Collins, Dallas, distributing nationally and using about $30,000 in radio, newspapers and magazines.

McMILLEN FEED MILLS, Fort Wayne, Ind. (Dogburger dog food), to Sherman K. Ellis & Co., Chicago.

REPUBLIC OIL Co., Pittsburgh, to Whitman & Pratt, Pittsburgh.

IT'S A WBIG JOB

The MAGIC CIRCLE

Everyone in the WBIG family realizes his or her responsibility at this time in serving the richest and most populous area in all the Southeast.

Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
CEO. P. HOLLINGBERY · CO., NAT. REP

LaGuardia Pleads for Fulltime Grant For WNYC; Fly Cites Treaty Clause

THE VIGOROUS personality of New York City's mayor, Fiorello H. LaGuardia, again was thrust into the fight for fulltime operation of WNYC, the city's municipal station, at oral arguments last Wednesday before the FCC, sitting en banc.

Opposing the 6-1 proposed decision to deny WNYC fulltime on 860 kc., the clear channel on which WCCO, Minneapolis, is the dominant station, the mayor disclaimed any intention of attacking CBS, owner of WCCO. Then he contended there were too many stations using CBS in the Minneapolis area "to be wholesome", and charged that "CBS cannot hog the air".

Denies Interference

"I maintain that a publicly-owned station, operated solely for public service, does not have to beg because a private corporation, organized for profit, doesn't approve," the mayor said.

Mayor LaGuardia amplified the contention of City Counsel John D. J. Moore Jr., that fulltime operation of WNYC would not constitute a breakdown of clear-channel operation. He said that no evidence had been shown that WNYC's operation would interfere with WCCO, adding that Congress, in approving the Communications Act of 1934, "did not intend that a municipal station would first have to ask CBS or any other network for this privilege (fulltime operation)".

"We need the service for the public good," the mayor said. "We need it not only for the 7,000,000 people in New York but the more than 10,000,000 people in Greater New York as well."

Mr. Moore, preceding Mayor LaGuardia on the witness stand, said that the contention raised by FCC Chairman James Lawrence Fly that fulltime operation of WNYC would cause a rush of other stations to clear channels, was analagous to the popular belief that "the power to tax was the power to destroy". He quoted former Chief Justice Holmes of the Supreme Court as saying that "the power to tax was not the power to destroy so long as this court is in existence."

For the FCC to hold to its proposed findings of facts and conclusions, Mr. Moore said, the Commission would have to find that no benefit whatever would be conferred upon New York City's people by fulltime operation of WNYC, that there was interference in the primary area of WCCO and that there was loss of service in the secondary service area of WCCO by operation of WNYC.

Chairman Fly then said that complying with WNYC's request might be considered in violation of the Havana Treaty with regard to clear-channel operation. Mr. Moore replied that if WNYC were to cause interference with operation of WCCO this would not be a violation of the Havana Treaty, since it would affect a domestic station.

Position of CBS

Duke M. Patrick, appearing for CBS, criticized WNYC's application as a move "to take advantage of people who receive secondary service". He said that in its consideration of the case the Commission would "have to weigh the benefits to one area by its action in contrast to harm to another."

Referring to the map submitted by WNYC counsel relating to distribution of CBS stations in the Minnesota area, Mr. Patrick said that the map failed to show a breakdown of the stations' time operation which would "reveal the percentage of time on the stations consumed by the network".

Contradicting WNYC testimony he said that the Commission's findings, based on technical considerations, were that WNYC fulltime operation would interfere with operation of WCCO.

He then said that he could "appreciate" the value of WNYC to New York's people but argued that if New York decided to maintain its municipal station it should file an application for use of a frequency being used by a New York station and "take up the issue there".

A. W. Bowen, special counsel appearing for the State of Minnesota, was quizzed by Chairman Fly and Commissioner Payne, (who cast the lone vote for WNYC), on his authority for stating that he was appearing for people of Minnesota and people in surrounding states in the secondary area of WCCO. Mr. Bowen answered that he did not "officially" represent these people but had been requested by some of them to appear in their behalf against any interference of their reception of WCCO programs.

Mr. Bowen also said that his appearance had the sponsorship of Minnesota members of Congress. He introduced three members of Congress who were in the audience, Representatives Gale, Youngdahl and Andresen.

Responding to the question of Chairman Fly as to whether or not he knew if WNYC's operation had ever interfered with the operation of WCCO, Mr. Bowen said he knew of no evidence of actual interference but had been advised there would be if WNYC extended its service.

He said his appearance was prompted by a desire to protect Minnesota listeners' right to existing radio services. He went on to attack the findings of WNYC as based on their "belief that the existing rule was not proper".

Bond Sponsors

A TOTAL of $79,025 in Defense Bonds has been sold by WLBZ, Bangor, Me., since the launching Feb. 15, of a thrice-weekly half-hour program, consisting of transcribed patriotic music interspersed with appeals to listeners to phone or write in their order for bonds to the station. Each program is sponsored by a railroad company serving Bangor: Canadian Pacific R. R., Maine Central R. R. and Bangor-Aroostook R. R.

A STUDIO AUDIENCE and guest stars, included in a 13-week contract, go to Ernie Smith, West Coast sportscaster, to conduct *Speaking of Sports* on KGO, San Francisco, sponsored by Roos Bros. clothing chain. Gathered for contract-signing are (l to r): Ray Rhodes, KGO sales representative; Walt Davison, sales manager; Mark Buckley (seated) Lord & Thomas account executive handling the account; and Smith.

Radio Club Hears Talk On Shortwave Warfare

INSIGHT into the activities of the Office of the Coordinator of Information was given members of the Radio Executives Club of New York on April 29 when they heard a talk on "Shortwave Propaganda" by Dr. Allen H. Fry, foreign language chief of the COI.

Also speaking at the meeting, entertainment for which was provided by WHOM, Jersey City, was Edward Corsi, chairman of the Enemy Alien Board, and Joseph Lang, general manager of WHOM and chairman of the foreign language committee of the NAB. Out-of-town guests included R. Early Wilson, KABC, San Antonio; Edith Dick, assistant general manager, WWRL, Woodside, Long Island, and Hal Seville, WJEJ, Hagerstown, Md.

KDAL
CBS • 1000 Watts • 610 KC
DULUTH
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Directors Organize Guild in New York

George Zachary Is Elected as President of New Group

OPEN TO ALL radio directors, with a charter membership of 37 radio directors from advertising agencies, networks and the free-lance field, Radio Directors Guild has been organized in New York with George Zachary, freelance director as president.

According to Mr. Zachary the RDG, which has no union affiliation, was formed with a three-fold purpose: To aid in the development of high standards for radio entertainment; to assist the Government actively in its use of the airlanes for the war effort; and to establish a professional society for the men and women who are largely responsible for more mass entertainment for more millions of people than any group of artists in the theatrical fields.

Officers and Members

Other officers elected for a one-year term at the first meeting, held April 26, include Ed Byron, freelance, vice-president; Ted Cordray, NBC, secretary; Lester Vail, NBC, treasurer. Members of the executive council, to serve six months, are Earle McGill, CBS; Herb Sanford, N. W. Ayer & Son; Phil Cohan, freelance. The RDG voted to inaugurate a series of annual citations to be awarded for outstanding contributions to the art of radio entertainment.

Following is the list of charter members of the Guild, and their affiliations: Ira Ashley, Lambert and Feasley; Fred Bethel, Roger Bower, MBS; Ed Byron, freelance; Jimmy Church, Blackett-Sample-Hummert; Phil Cohan, freelance; Lee Cooley, Ruthrauff & Ryan; Don Cope, Benton & Bowles; Ted Corday, NBC; Norman Corwin, freelance; Ed Dunham, NBC; Ed Gardner, freelance; Martin Gosch, freelance; Axel Gruenberg, freelance; Bruce Kammann, NBC; Richard Leonard, BLUE; John W. Loveton, Ruthrauff & Ryan; John Macdonell, freelance; Nila Mack, CBS; Lindsay McCarey, BLUE; Harold McGee, freelance; Earle McGill, CBS; Arch Oboler, freelance; Lester O'Keefe, NBC; William Rainey, freelance; Irving Reis, freelance; Alton Rinker, BLUE; Herb Sanford, N. W. Ayer & Son; Robert L. Shayon, MBS; Bill Sweets, NBC; Bill Tuttle, freelance; Lester Vail, NBC; Bob Welch, Young & Rubicam; Orson Welles, freelance; Dodie Yates, Benton & Bowles; George Zachary, freelance.

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

RETAIL STORE NEWS

Big New York Outlets Join in Feature on WJZ

AS A SERVICE to both the retail trade and consumers, WJZ, New York, has started a series entitled *Department Store News* in cooperation with New York department stores, the National Retail Dry Goods Assn. furnishing institutional copy. The program aims to give the retail trade a means of getting across information on how to conserve goods and the reasons for restrictions on deliveries.

In addition to giving the next days 10 best values, the program will acquaint listeners with retail politics, wartime regulations, conservation practices and merchandise status. The program, heard every day except Saturday, 11:05-11:15 p. m., is handled by the station's new retail program division, headed by Ken Farnsworth, formerly radio director of M. M. Horton & Co., New York, advertising agency.

WOW SEEKS STAY OF GRANT TO WKZO

REITERATING previous charges that the recent 5,000-watt fulltime grant to WKZO, Kalamazoo, Mich., would seriously infringe on its service area, WOW, Omaha, has filed a petition in the U. S. Court of Appeals for the District of Columbia seeking a stay order against the FCC's action. Petition was through Segal, Smith & Hennessey, WOW's Washington attorneys.

Both WOW and WKZO operate on 590 kc., the former with 5,000 watts fulltime and the latter holding a construction permit granted last Nov. 25 to increase its power from 5,000 watts day and 1,000 night to 5,000 watts unlimited. The Nov. 25 grant had been appealed by WOW but was later denied by the Commission which on April 17 made the WKZO grant final.

WOW in its notice of appeal alleges that a substantially greater portion of its service area would be curtailed than would be further gained by WKZO through its increased power. WOW also contends that the additional network service that would result in the section added to WKZO's service area, is already available from WBBM, Chicago, and WJR, Detroit.

WKZO had answered the petition by saying that WOW would not be affected unreasonably since WOW was receiving protection more than adequate for a Class III-A station.

The situation is comparable to a similar controversy several years back when WKZO, then a daytime station, had been authorized for fulltime, 250 watts night and 1,000 day. That issue was finally settled in 1937 in favor of WKZO after two and one-half years of litigation.

Whitehall Denies Charges

WHITEHALL PHARMACAL Inc., Jersey City, has filed denial of allegations by the Federal Trade Commission that it made misrepresentations in the sale of "Aspertane". Allegations were made that the company's claims regarding content of the preparation were untrue because of certain conditions that might be produced by excessive use.

WOV WILL APPEAL CITY COURT RULING

WOV, New York, will appeal the decision of City Court Judge Frank J. Carlin, awarding overtime pay for an hour a day for a five-month period, June-October, 1940, to members of the American Communications Assn. then employed at WOV as engineers and announcers.

Decision was handed down last Tuesday after a hearing at which Leonard Boudin, attorney for ACA, had charged that the station had required these employes to work an hour a day more than was called for in the union's contract with WOV. Refusal of the station to pay the workers for this time is said to have been one of the causes of the ACA strike against WOV early in November, 1940.

In stating WOV's intention to file an appeal with the Appellate Term of the New York Supreme Court against Judge Carlin's decision, Sanford Cohen, representing WOV, explained that the contract in question had called for an eight-hour day which the union had interpreted to mean eight hours including the workers' lunch hour and WOV had taken as meaning eight hours exclusive of the lunch hour. The matter was brought to arbitration, as provided in the contract and the arbitrator had upheld the union, whereupon the ACA demanded back pay for the five-month period.

Whole Case Technical

WOV contended that the back pay issue should have been submitted to the arbitrator and that since this was not done, ACA was then precluded from obtaining a judgment for those extra hours because judgment was entered on the arbitrator's award which was therefore "res adjudicata" of the matter, according to Mr. Cohen, who said the whole case is a technical legal matter. About a dozen ACA members are concerned, he stated, and the amount involved is less than $3,000.

Trial examiner of the National Labor Relations Board on Thursday reported on the results of the hearing of the ACA action against WOV before the NLRB, recommending that the company reinstate the ACA members with back pay from the time of the strike to the present (minus income from other employment during this period), even if this means discharging subsequently employed persons, according to a union spokesman, who said that the WOV management is allowed 20 days in which to notify the NLRB whether or not it will comply with the recommendations, following which the board will issue an order.

ROY COLE, assistant news editor of KWK, St. Louis, in the interest of paper conservation has evolved a system said to save 25% of the paper used on the station's United Press teletypes. Cole feeds the paper back into the machines so that both sides are used.

There's no substitute for popular programs. That's why most people in the Intermountain Market are consistent KDYL listeners.

KDYL

The POPULAR Station

Salt Lake City

JOHN BLAIR & COMPANY

National Representatives

UTAH'S ONLY NBC STATION

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS.
CLEAR CHANNEL

Where But
WSYR
SYRACUSE
Can You Tap the East's Best Farm Audience?

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

Pooling of Patents Attacked by Bauer

FCC Attorney Tells Senate Probe of Radio Picture

PATENT POOLING and cross-licensing in the communications field, tested in Congress and the courts numerous times during the last two decades, cropped up again last week before the Senate Patents Committee during testimony of William H. Bauer, FCC principal attorney and patent specialist, who attacked such arrangements entered into by leading radio telephone and telegraph companies.

Appearing in connection with a bill (S2303) jointly proposed by Senators Bone (D-Wash.), O'Mahoney (D-Wyo.) and LaFollette (Prog.-Wis.), which would give the President authority to license any patents to manufacturers of products regarded essential in the war effort, Mr. Bauer went over much of the ground heretofore covered in connection with patent licensing pools of AT&T, RCA and other companies.

Effects of Pooling

Apropos broadcasting development, Mr. Bauer said Congress had never urged that investigations be made of patents peculiar to broadcasting and that therefore the FCC had never made any legislative recommendations along that line. He said, however, that the Commission kept itself informed on the broadcast patent picture.

He said he would reveal to the Committee the manner in which "private control of radio broadcast patents, at times, may interfere with the Commission's duties in bringing about a larger and more effective use of radio in the public interest." He charged that patent pooling prevented more extensive development of broadcasting following the last war. "The manufacturer of radio equipment, particularly tubes," he said, "by any company was more or less blocked because of infringement of patent rights held by other companies."

Mr. Bauer reviewed the history of the 1920 and 1926 cross-licensing agreements entered into by the so-called "Radio Group", including AT&T, RCA, General Electric, Westinghouse and other companies. Describing RCA as holding a "very strong patent position in the radio broadcast receiver field", Mr. Bauer said this company also has the exclusive right to manufacture and sell broadcast transmitters under the patents of all of the contracting companies and the right to sublicense others under its own patents as well as the patents of General Electric and Westinghouse.

"It is clear from what I have said," he declared, "that the RCA has a dominant patent position in the radiobroadcast receiver field. It also has," he said, "a very strong patent position in the transmitter field."

Mr. Bauer brought up the subject of FM only once and this in an effort to establish that the FCC attempts "to establish new broadcast services are sometimes hampered."

FM Patents, Too

"This was definitely illustrated," he said, "in the case of high-frequency broadcast stations, commonly known as 'FM broadcast stations'." He contended that if legislation proposed by the Commission for common carrier patents were extended in radiobroadcast patents this patent interference would be eliminated.

Creekmore Fath, special counsel for the Senate Patents Committee, last week said that other representatives of the FCC would be called before the Committee for amplification of the report submitted by Mr. Bauer. The Committee will also consider another bill (S2491) proposed by Senators O'Mahoney, Bone and LaFollette last Tuesday to "amend the patent laws, to prevent suppression of inventions, to promote the progress of science and the useful arts, and for other purposes." It is expected this bill will be consinered jointly with the Senators' previous bill.

CONTACT WITH THE FOLKS back home will be established by the USO mobile recording unit No. 1, which will make recordings of service men's voices to be broadcast on local radio stations in their hometowns. These units are one of the activities of the National Catholic Community Service which operates the Star Spangled Network. Present at the presentation ceremonies were: (l to r) Martin H. Work, NCCS radio consultant and originator of the Star Spangled Network; Jesse Butcher, USO national publicity director; and Arthur Stringer, NAB.

Henry E. Pursell

HENRY E. PURSELL, 59, plant superintendent of Allied Record Mfg. Co., Hollywood, and one of the founders of that concern, died in Hollywood Hospital April 25, following a lingering illness. Associated with the phonograph record industry for 25 years, he was a pioneer in the development of sound on disc for motion pictures and electrical transcriptions for radio. He was affiliated with Columbia Phonograph Co. at Bridgeport, Conn. for many years. When the firm established an Oakland, Cal. plant in 1926, he was transferred to that city, later going to Hollywood. When Allied Record Mfg. Co. was established in 1934, he aided in its formation.

William McIntosh

WILLIAM (Burr) McINTOSH, 79, known as The Cheerful Philosopher, died on April 28 from a heart attack. He had conducted his philosophical program on KFWB KMTR and other Los Angeles area stations for several years.

Radio Is Criticized For Raucous Music

Advertisers Also Blamed for 'Boogie-Woogie' Prevalence

RADIO'S alleged emphasis on "boogie-woogie" music instead of the classics was condemned by the New Jersey Federation of Music Clubs at its annual convention in Atlantic City April 25. Guy Mariner, of the U of Pennsylvania and music lecturer at Franklin Institute of Philadelphia, addressing the convention on "Musical Trends —Past and Present," asserted that "young people must have concerts in halls to offset the radio".

Market Needed

He charged that "young people turn out to be 'boogie-woogie' players because they cannot find a market for good music." Criticizing radio's lack of appreciation of the nation's musical needs, Dr. Mariner said that music appreciation and listening will build spiritual strength. "People today want music of a heroic type—music that gives courage," he said.

Blame for the preponderance of "boogie-woogie" on the radio was placed at the doors of the advertisers by Rhona Lloyd, of the music staff of WFIL, Philadelphia. She told the Federation that advertisers demand "boogie-woogie" because they think the public demands it. She urged that the proper influences be brought to bear on the radio advertisers to induce a change of listening tastes.

"Why educate young people to do beautiful things when they cannot follow through?" she asked. "Coordinate the neighborhood, home, club and advertisers, then you have followed through to a proper conclusion."

VAN PATRICK, sports director of WHBF, Rock Island, Ill., and former Texas Christian football star, has started *Mutual's Baseball Roundup*, five-minute sports summary available to the full MBS network Monday through Fridays 6:15-6:20 p.m. and Sunday 6:25-6:30 p.m. He is also heard locally on *Sports Extra*, daily afternoon 90-minute porgram of baseball scores, play-by-play descriptions, interviews and recorded music.

anders Hearings To Resume May 5

iller, Then CBS Group, to pear at House Probe

EARINGS resume Tuesday, May before the House Interstate & reign Commerce Committee on Sanders Bill (HR 5497) for re- ion of the Communications Act, the major networks slated to ear during the week.

NAB President Neville Miller, ho was on the stand when the earings recessed April 16, is ex- ected to return to complete his tatement and to answer questions. e will be followed, under present lans, by the CBS delegation, in- uding President William S. Paley, xecutive Committee Chairman Ed- ard Klauber, Research Director rank Stanton, General Counsel ohn J. Burns, and Elmer Davis, ews commentator.

Recess for Convention

NBC, which is next in line, thus ar has indicated that only Frank . Mullen, vice-president and gen- al manager, and John T. Cahill, eneral counsel, will appear. Niles rammell, president, is in Florida onvalescing following a recent op- ration.

The hearings are expected to re- ess May 7 or 8 until May 19, to ccommodate witnesses who plan o attend the NAB convention in leveland May 11-14. It is expected he Newspaper - Radio Com- ittee will appear at that time, ssuming the networks have com- leted their case. MBS has not yet nnounced plans, but probably will wait the testimony of the older etworks.

Under present plans, the FCC will be called upon to testify fol- owing presentation of the industry ase. Chairman Clarence F. Lea (D-Cal.) indicated during the ini- ial days of the hearing that he would call upon the Commission for its formal policy views on such matters as newspaper ownership, li- ensing of networks, multiple own- rship, high power and other cur- ent problems regarding which here has been controversy. FCC Chairman James Lawrence Fly is expected to be the key Commis- ion witness, though all other mem- bers of the Commission also may e called.

WARTIME SELLING problems were discussed by Government and advertis- ing officials in a Wartime Midconti- nent Sales and Advertising Confer- ence, held for advertising and sales managers, May 1-2 at Hotel Sherman, Chicago, under sponsorship of the Chi- cago Federated Advertising Club.

Portable Radio-Phonograph-Library Kit Is Developed for Army Troops Abroad

BRIDGING the gap between home and military duty for the AEF around the globe, a portable radio-phonograph-library kit has been specially designed by the Army. To furnish these kits with the best in commercial entertainment the Special Service Branch of the Services of Supply of the Army is arranging for pressings of the leading sponsored programs through the cooperation of the radio advisory committee of the Advertising Council.

Through the efforts of Maj. Gordon Hittenmark, sponsors of the major programs are furnishing free transcriptions of their current programs. In this way the soldiers may hear their favorite programs at times when they are free to listen. Permission to employ artists' services and copyrighted materials without compensation has been given by AFRA, the American Federation of Musicians, ASCAP and BMI.

All Types of Programs

Each of these discs will record a half-hour show, with 15 minutes on each side. In addition there will be a brief introductory message from personalities of each program especially directed to the troops.

To bring variety to each set of discs an attempt is being made to include representative types of drama, comedy, variety, and music. Once a month the plan is to enlarge the collection of each kit with more current recordings.

Wherever American troops are stationed these kits are sent. Resistant to any climate, each kit contains a long and shortwave receiver, a phonograph turntable, 50 phonograph records, and 25 half-hour broadcast transcriptions. The operating mechanism of the phonograph unit is spring-driven and runs for 15-minutes at one hand winding. It can also be amplified with or without electrical power and has both electrical and acoustical pickups.

The kits also contain a collection of song books, several harmonicas, 100 paper-bound volumes of current fiction and a set of spare batteries and tubes. Each kit weighs only 250 pounds and is contained in a wooden cabinet.

Through special dispensation of the Army, Maj. Hittenmark has continued his broadcast activities at WRC, Washington, where he was associated as a civilian. In September 1940 he was called to active duty under his status as a captain in the National Guard and in March 1941 was promoted to the rank of major.

Maj. Hittenmark first conceived of this plan for kits last fall and some kits were already being shipped abroad before Pearl Harbor. The impetus of war led to expansion of the program in its present form. In fact offices are being opened in Chicago, New York and Los Angeles to facilitate handling of program transcriptions.

Irving Fogel, Fogel Productions, Hollywood, is serving as a civilian advisor on transcriptions. Others associated with the project are Maj. Arthur Farlow, formerly of J. Walter Thompson Co., San Francisco; Frederick Wile Jr., Young & Rubicam, New York; Hagan Bayles, Ruthrauff & Ryan, New York; Arthur Pryor Jr., BBDO, New York; Jack Scott, Schwimmer & Scott, Chicago.

KNX Run by Lads

TO ACQUAINT AMBITIOUS youngsters with actual duties and operation problems encountered in a typical day at a major station, CBS, in keeping with National Boys Week, on April 29 turned over facilities of KNX, Hollywood, to 15 specially selected Los Angeles school boys.

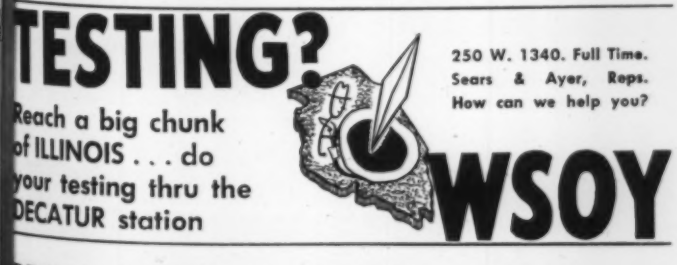
WAR TALENT GROUP EFFECTS CHANGES

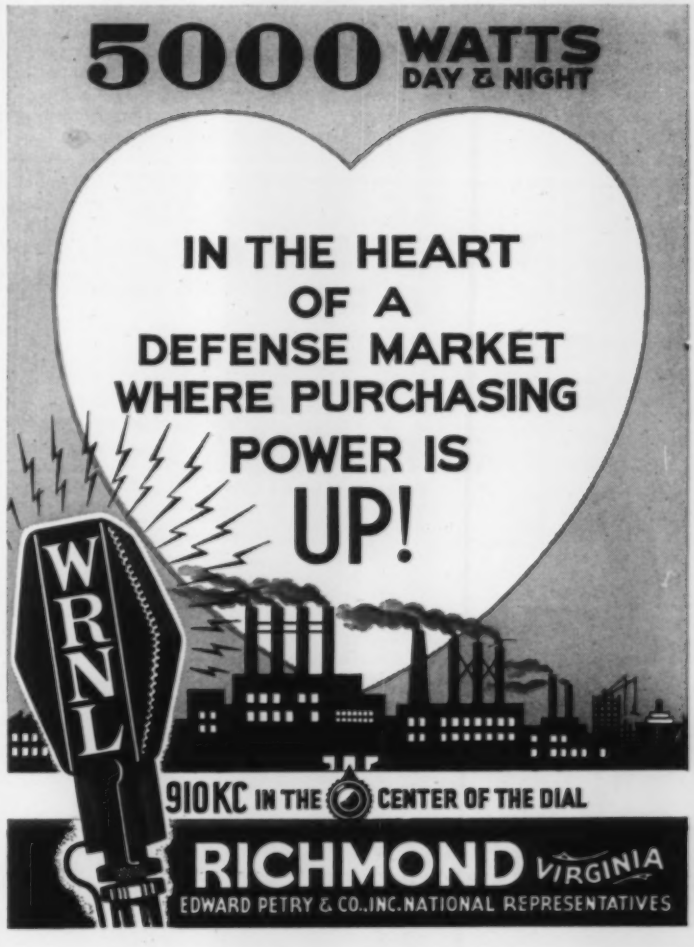
A SLIGHT realignment of the officers of United Theatrical War Activities Inc., organized last week to coordinate the handling of all Governmental requests for benefit performances by professional talent in the East in connection with the war effort [BROADCASTING, April 27], was made by the organization's board of directors at a meeting last Monday.

Bert Lytell, president of Actors Equity, is now president of UTWA instead of chairman. George Heller, assistant national executive secretary of the American Federation of Radio Artists, is vice-president. Blanche Witherspoon, executive secretary of the Screen Actors Guild, is secretary-treasurer. James Sauter, manager of Air Features, is executive director, in active charge of operations.

Directors include, in addition to the officers: Frank Gillmore, president, Associate Actors & Artists of America; Emily Holt, national executive secretary, AFRA; Ruth Richmond, executive secretary, Chorus Equity Assn.; Lawrence Tibbett, president, AGMA and AFRA; Morton Downey, AGMA; Paul Dullzell, executive secretary-treasurer, Equity; Florence Marston, Eastern representative, SAG.

FOREMAN Co., New York, has been appointed national sales representative of KLCN, Blytheville, Ark.


TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station
250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY


5000 WATTS
DAY & NIGHT
IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!
WRNL
910 KC IN THE CENTER OF THE DIAL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Winners Selected In KIRO's Contest

Prizes Are Announced During Convention at Columbus

SABRA HOLBROOK, executive director of Youthbuilders Inc. New York. was awarded first prize of $150 in the educational radio contest sponsored by KIRO, Seattle, for the best statement of 100 words or less completing the sentence, "If I had a radio station one of the things I would do . . ." The contest was established this year by Saul Haas, KIRO vice-president, and winners were announced May 4 in Columbus, of the Institute for Education by Radio.

Holders of Stock

Miss Holbrook's winning entry was: "If I had a radio station one of the things that I would do would be to use children's radio to develop among post war voters a devotion to Democracy as activating as the devotion to Totalitarianism which the dictators have developed among the young. . . . I would notify my public service department that children's sustainers must be broadcast for children . . . not for the Federal Communications Commission. . . . I would notify sponsors that commercial shows should be broadcast for lively youngsters . . . not for the ghosts of the sponsors' childhood. For lessons in grammar, literature, fairy tales, baby talk and Superman, I would substitute realism . . . vivid, dynamic drama. capturing the challenge of America's present and future."

Second prize of $100 was given Olla B. Hiller, teacher of Pontiac, Mich. Five winners of $50 each are: Ruth Slonin, Mnneapolis; Para Lee Brock, WATL. Atlanta; Luther Weaver of Luther Weaver & Assoc., St. Paul; Marguerite F. Melcher, Montclair, N. J.; C. Wilbert Pettegrew, WOSU, Columbus. Honorable mention was given H. Miles Heberer, radio speech instructor of Kansas State College, Manhattan, Kan.; and Raymond W. Tyson, State College, Pa.

Committee of judges consisted of: Major Harold W. Kent, radio division of the War Department; Lyman Bryson, director of education, CBS; Sterling Fisher, assistant public service program director, NBC; Saul Haas, vice-president, KIRO; George Jennings, director, School Broadcast Conference, Chicago; Hazel Kenyon, director of education, KIRO; I. Keith Tyler, director, Institute for Education by Radio, Ohio State U, Columbus; Alpheus Smith and Parker Wheatley, Northwestern, Evanston, Ill.

Signal Corps Is Given Good Reception In Opening Campaign for Technicians

WOMEN as well as men who can qualify in radio engineering or any branch of the electronics field, will be hired for civilian positions with the Army Signal Corps, Col. Fred G. Miller, heading a recruiting mission of that branch of the Army service, told approximately 1,000 persons at a meeting staged in NBC Hollywood studios April 26 [BROADCASTING, April 13]. He reiterated that statement the following evening at a similar meeting held to accommodate more than 200 persons turned away Sunday afternoon.

Stressing the need for technicians to maintain operation of the Army communications facilities, he said those qualifying will serve on a temporary civil service basis, as civilian employes of the Army Signal Corps, with no selective service deferment or exemption promised.

Many Hired

On a six-week nationwide tour to recruit technically trained workers, Col. Miller, accompanied by a staff of Army Signal Corps officers and special representatives, is empowered to hire personnel on the spot.

As a result of the two Hollywood meetings, more than 170 radio and telephone technicians signed up and were accepted for civilian service. Accompanying the group is Coleman Cook, of the Civil Service Commission, who is working directly with the Signal Corps personnel officer, arranging for immediate employment of all accepted applicants.

"We need thousands of engineers and technicians immediately," Col. Miller said. "The Signal Corps needs personnel to operate radio, telephone and other equipment now being turned out in large quantities. We must obtain the highest skill available in research, development, engineering, production, installation, maintenance, repair and operation.

"We are not soliciting employes of firms engaged in the war effort. We are trying to interest those who would find the Government service attractive either because this employment would increase the value of their contributions to the war effort or because production dislocations growing out of the change from peace to war conditions makes a change of duties desirable.

"Positions offered are on a *temporary* civil service status. There is no authority, at this time, to grant selective service deferment, or exemption. Most of the positions are for activities within the territorial limits of the United States. They are in laboratories, plants, offices and repair shops. Some are close to home. Some are in other sections of the United States, while others are in Alaska, the Hawaiian Islands and other places where we have military activities.

"We require 2,330 radio, telephone and electrical engineers and physicists throughout the country; 290 radio and telephone engineers for Panama and Island bases and 380 telephone, radio and electrical engineers for duty in Washington. In addition, we need 15,000 radio repairmen and 1,200 telephone repairmen."

Positions available carry pay ratings of $1,800 a year and up, depending upon the individual's education, experience and nature of the job for which he is accepted, it was pointed out.

A similar recruiting meeting was held in San Francisco on May 3. Other cities on the itinerary and dates of meetings are as follows: Denver, May 10; Dallas, May 13; New Orleans, May 18; Atlanta, May 21; Cincinnati, May 24; Pittsburgh, May 28; Philadelphia, May 31; New York, June 3; Boston, June 8.

GAMS ARE USED here to dem the redecoration of CBS headqua ters in San Francisco. CBS rede rated its plant to receive the exec tives and staff of KQW, new affi ate, which began operations Apr 15. Receptionists Dorothy Bet with (left) and Bernie Coates be rowed a couple of brushes an painters' accoutrements just f the occasion.

War Shortwaves

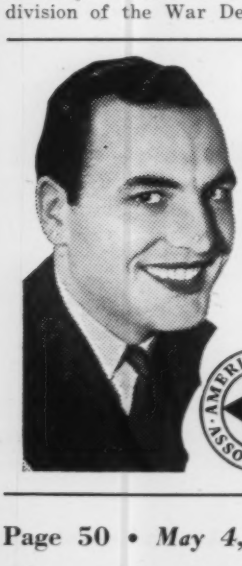
WITH addition May 8 of *Take It or Leave It*, a total of 10 CB sponsored programs will be shor waved abroad. Eversharp, Chicag (pens and pencils), is sponsor an Biow Co., New York, is agency f the program, which will be rebroad cast Friday, 7-7:30 a. m. (EWT). Philip Morris & Co., New York, ha added *The Philip Morris Playhou* and *The Crime Doctor* to the lis of seven commercial programs no broadcast by CBS via shortwave t U. S. service men abroad. *The Crime Doctor* will be rebroadca every Saturday, beginning May 1 7-7:30 a. m. and *The Philip Morr Playhouse* will be transmitted o Wednesdays, beginning May 6, a the same period. Biow Co., Ne York, is agency.

BBC Using WJSV Series

CHOSEN by the British Embassy i Washington for rebroadcast by Britis stations, *Labor News Review*, a week program on WJSV, Washington CB outlet, was selected as "the most d sirable summary of trends and event affecting American labor, industry an related economics."

19 NBC Shortwaves

WITH addition of *Truth or Consequences* and *Horace Heidt's Treasure Chest*, a total of 19 NBC programs are now being shortwaved to American soldiers abroad. Procter & Gamble, Cincinnati, sponsors *Truth & Consequences*, weekly half-hour audience-participation program, for Ivory Soap, with Compton Adv., New York handling the account. Horace Heidt's musical show advertises Tums for Lewis-Howe, St. Louis. Agency is Stack-Goble, New York. Programs are rebroadcast via shortwave Tuesday, 11 a. m. and Wednesday, 1:15 p. m. respectively.



Why play blindman's buff?

"Some people waste a whole evening trying to find a 'nice,' 'cheap' place to stay. Not me! I pick out a good hotel and my worries are over. Everything I need is right at my elbow."

J. D. Findlay, Raleigh, N. C.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START STOP AT A **HOTEL**

$34,607,000.00

Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!

WIBW The Voice of Kans in TOPE

Leeway Provided In FCC Order to Freeze Equipment

(Continued from page 9)

am, to increase its daytime power from 1,000 to 5,000 watts as against its present authorization for 1,000 watts fulltime on 610 kc. In his opinion, also, it held that the equipment proposed to be used is already available to the applicant, having been procured from another station where a change in equipment heretofore had been authorized.

In the third instance, involving WGBR, Goldsboro, the Commission brought out that the entire station, with the exception of its antenna and ground system, had been completely destroyed by fire March 24. Restoration of the station, the Commission stated, would demand the use of materials for which priority ratings are required and have been obtained. All necessary equipment is available to WGBR, it said, and will be delivered within 30 days, with the exception of frequency monitors, which would be available in four to six weeks.

300 Pending CPs

What disposition will be made of other cases selected from the batch of some 300 pending construction permits remains to be seen. Chairman Fly said about 25 cases were selected from the docket which seem to present problems of "great emergency" or whose needs arose from "peculiar circumstances". It was indicated that a number, if not all, of these cases would be considered under the proviso permitting special consideration.

The memorandum opinion of the FCC stated that pursuant to the DCB recommendation, the Commission had adopted the policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high-frequency broadcast station.

It added, however, that the Commission had deferred action on the recommendation of DCB with respect to experimental high-freqency and non-commercial educational stations. This, it was learned, was on the ground that very little critical material would be involved since there are only a handful of stations in the educational category and since in the experimental field, results might be accomplished which would contribute to the war effort. In any event, the Commission decided it wanted to look into these matters before deciding on definite policy.

Specific provision was made in order to preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services.

To put into effect the broad policy, the Commission provided procedure under which applications now on file could be considered. This specifies that every applicant who desires to prosecute a pending application involving critical materials by June 1 shall file a formal petition setting forth facts and circumstances he believes would warrant the granting of the application. The filing of the petition will be construed as an indication of the desire of the applicant to prosecute his application and, in the event the petition is denied, the application will be designated for hearing. Failure to file such a petition by June 1 or some subsequent date which the Commission may allow "will be deemed an abandonment of the application and such application will be retired to the closed files of the Commission and dismissed without prejudice," the opinion recited.

All or Nothing?

Comment from both within the FCC and industry sources with respect to the latest "freeze" was that it straddled the issue presented by DCB. The view was that the FCC either should freeze all the way or not at all and leave the job of allocation of critical materials to WPB, which is set up for that function.

At least two important authorizations stemming from Treaty considerations are regarded as likely. These relate to 1220 kc., a Mexican Class I-A channel originally earmarked for duplicated operation in the Michigan area and the situation surrounding 1070 kc., on which WAPI, Birmingham, operates.

The 1220 kc. channel has been reclassified by agreement with Mexico and Canada, it is understood, so it can be used in Ohio, and an application is pending for assignment of the channel, with temporary power of 5,000 watts, to WGAR. Ultimately 50,000 watts can be used on the frequency. There are competitive applications pending, however.

Under the Treaty, it was pointed out, priority rights for particular assignments are valid for one year from March 29—the date the Treaty became effective. A clause permitting a six-month extension, however, was exercised by this country so that these priorities will hold until September 29. Presumably, the FCC proposes to take care of these assignments, irrespective of the freeze situation, well in advance of that date. The availability of critical materials, of course, will be a factor, it was indicated.

Cut by Duck

A POWER DIVE by an unidentified duck into high tension wires serving KFBK, Sacramento, on April 27 put the station off the air for five hours. The bird landed on two power wires and caused an arc which severed one line.

TALLEST MAN IN RADIO? Nomination of WPAT, Paterson, N. J., is Hank Miller (r), six foot seven inch program director, shown helping Steve Ellis (l) select records for the latter's daily disc program, *"The Music Makers' Guild."* Looking on is Betty Brewer, Ray Heatherton's orchestra.

FLORIDA STATIONS ASK ASCAP STUDY

FLORIDA Assn. of Broadcasters, meeting last week in Orlando, re-elected L. S. Mitchell, general manager of WDAE, Tampa, as president. Other officers chosen were: John T. Hopkins III, WJAX, Jacksonville, first vice-president; Gilbert Freeman, WTAL, Tallahassee, second vice-president; Fred Mizer, WQAM, Miami, secretary-treasurer; Col. George C. Johnson, WDBO, Orlando, director; Charles E. Davis, WWPG, Lake Worth, director.

John Paine, ASCAP representative, presented to the gathering documents which that music licensing group proposed filing in Tallahassee to comply with the Florida copyright law. The broadcasters then went on record by adopting a resolution that the attorney general of Florida be advised that they wished the 1937-39 acts applying to copyright enforced, but directed the president to appoint a committee to develop suitable legislation to be introduced at the Legislature April, 1943, which would modify Florida statutes that legal contracts could be entered into between Florida breadcasters and ASCAP.

Carl Haverlin, attending the session on behalf of BMI, was advised by the entire membership that BMI contracts would be taken.

NU-TONE LABS. (radio equipment), Chicago, has been ordered by the Federal Trade Commision to discontinue certain representations in the sale of products designated as "aerial eliminators" and "line noise eliminators".

(Number Five of a Series)

Skirmish*

In the skirmish for sales, advertisers are sometimes wont to overlook an important factor—merchandising. Merchandising makes your advertising familiar to dealer and prospect alike; helps make the sale today, the impression for tomorrow. WCHS offers you *that* kind of cooperation in addition to complete coverage of one of the great industrial areas of the United States.

WCHS 5000 on 580 CBS-WVN

Charleston, WEST VA.

represented by

THE BRANHAM CO.

* **SKIRMISH,** *vi.—To fight in a preliminary or desultory way; also used figuratively.*

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Business is Better in South Carolina

GREENVILLE

HEART OF THE

FAMOUS INDUSTRIAL PIEDMONT SECTION

DOMINATED BY

WFBC

5000 WATTS | NATIONAL REPRESENTATIVE | NBC RED NET WORK

WEED & COMPANY

FIRST FM APPEAL WON BY THE FCC

THE FIRST appeal ever to be instituted involving FM, growing out of scarcity of facilities in the New York metropolitan area, was dismissed last week by the U. S. Court of Appeals for the District of Columbia, on motion of the FCC.

Frequency Broadcasting Co., applicant for a Class B station designed to cover the metropolitan area, had filed two appeals last year from FCC actions which culminated in the grant of Class B facilities to Interstate Broadcasting Co., operators of WQXR, controlled by John V. L. Hogan, eminent radio engineer. Originally, Frequency had been assigned to the Class B facility conditionally, but the FCC, after informal hearings involving all then pending New York applications for FM, assigned the more desirable Class B facility to Interstate and offered to Frequency a more limited Class A assignment primarily for Brooklyn coverage.

Frequency on Oct. 27 filed two separate appeals with the court against the FCC actions. The Commission promptly sought dismissal of both and Interstate intervened in opposition to Frequency. The court, through Associate Justice Harold M. Stephens, last Tuesday announced dismissal of the appeals.

BOB WILLS and his Texas Playboys, radio instrumental-vocal cowboy group, has been signed by Columbia Pictures Corp. for a series of eight western films.

A $100,000,000. Victory Market

RETAIL SALES ARE UP 30%!

Retail sales in Beaumont, Texas, for the year ending March 31, 1941 were $32,142,850.

During the past year this great oil-refining and ship-building center has shown a steady climb in retail sales volume . . . an estimated increase for the year ending March 31, 1942 of $9,900,000 . . . or 30.8%.

These payroll dollars are not staying idle . . . they're being spent - HERE!

So place your spot schedule where it will reach this big payroll.

KFDM FULL TIME 560KC 1000 WATTS

BLUE NETWORK

BEAUMONT

Represented by HOWARD H. WILSON COMPANY

Paine Given Full Direction by ASCAP; Buck Is Given 15-Year Advisory Position

CONTINUING the reorganization of the management setup of ASCAP, begun the week before with election of Deems Taylor as president of the Society [BROADCASTING, April 27], the ASCAP board of directors last Wednesday vested in General Manager John G. Paine full authority to conduct the affairs of the Society, subject only to the control of the board itself.

Mr. Paine

Board also aproved a 15-year contract with Gene Buck, who served as ASCAP's president from 1923 until last week, under which he will act in a consulting and advisory capacity to ASCAP at an annual salary of $25,000. As president, Mr. Buck's salary was $35,000 a year. It had formerly been $50,000, but he took a voluntary cut of $15,000 when ASCAP's income was reduced during the radio war last year.

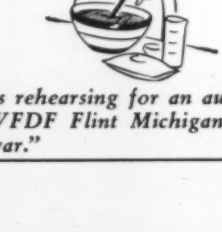
Honorary Post

Explaining the "streamlining" process, an ASCAP spokesman said that Mr. Taylor, who will serve without salary, restoring the Society's presidency to the honorary position it was in the early days of ASCAP, will in effect be chairman of the board. All the details of the actual management of ASCAP will be handled by Mr. Paine, permitting a coordinated plan of operations in place of the previous division of authority under which some functions were directed by Mr. Buck, others by Mr. Paine and still others by E. C. Mills as chairman of the administrative committee.

Future status of Mr. Mills, at present in Cuba in connection with Latin American copyrights, was not acted upon by the board, which postponed any action until after his return. Board also tabled a resolution concerning counsel. Schwartz & Frohlich currently act in that capacity, but special counsel has been engaged on various occasions.

Board elected Archibald MacLeish, director of the Office of Facts & Figures, to ASCAP membership on the basis of several of his poems which have been set to music.

Robert L. Murray, director of public relations for the Society, has been granted a leave of absence for several months and has gone to his Vermont farm on doctor's orders to recuperate from his illness of last winter.



"He's rehearsing for an audition on WFDF Flint Michigan after the war."

ASCAP Ruling Upheld

APPELLATE Division of the New York Supreme Court last Friday upheld the ruling of Supreme Court Justice Louis A. Valente which denied ASCAP's motion to dismiss the suit of BMI and Edward B. Marks Music Corp. against ASCAP. Court gave ASCAP ten days in which to file its answer to the suit, which is a test case designed to determine whether the performance rights in a piece of music belong to the composer or to the publisher.

Political Speaker Names WMCA in Libel Action

LIBEL SUIT, which may establish an important precedent for the still incomplete radio libel statutes, has been filed in New York Supreme Court against WMCA, New York, by Dr. Emanuel M. Josephson, of New York. Seeking $100,000 damages for "criminal defamation of character", the plaintiff charges that Mayor LaGuardia of New York, in a speech broadcast on WMCA during the city election campaign last fall, referred to him disparagingly. Dr. Josephson is suing WMCA only and has not named the mayor as a defendant.

The suit brings up the unsettled question as to whether a broadcasting station or broadcaster is liable for defamatory or libelous remarks made by an individual or organization using its facilities. Similar libel charges amounting to another $500,000 have been brought by Dr. Josephson against the *New York Times*, *Herald-Tribune* and *World-Telegram*.

Cigar Breaks

WEBSTER - EISENLOHR, New York, on April 27 started its annual Spring campaign of chain-break announcements to run 13 weeks on ten stations for its cigar products. Seven announcements weekly are heard on WJSV, Washington, for Henrietta Populares, and five-weekly for Tom Moore cigars on KRLD and WFAA, Dallas; KNOW, Austin; WACO, Waco; KRIS, Corpus Christi; KGBS, Harlingen, Tex.; WDAS and KMBC, Kansas City; KFH, Wichita. Agency is N. W. Ayer & Son, New York.

Congress Holds U... Salary for Watso...

Senate Follows House L... In Action on Analyst

INCENSED over the failure of the FCC to release Dr. Goodwin Watson, chief analyst of its Foreign Broadcast Monitoring Service, Congress last week itself took action by finally voting to discontinue the $5,600 salary for the official, who has been charged with alleged Communist Front activities. Following the lead of the House, the Senate last Thursday specified that none of the FCC appropriation for the next fiscal year should be used to pay Dr. Watson's salary.

The Senate, voting last Thursday on the Independent Offices Appropriation Bill, agreed to the amendment of the Senate Appropriations Committee that $312,... be cut from the House-approved FCC 1943 appropriation of $... 991,219, which included the salary of Dr. Watson.

Unprecedented Action

In agreeing to the amendment the Senate followed the almost unprecedented ruling of the House Committee which prohibited use of appropriated funds of the Commission for payment of Dr. Goodwin Watson's salary though approving all other allotments.

During Senate hearings on the bill, FCC Chairman James Lawrence Fly and Commissioner Clifford J. Durr testified on behalf of Dr. Watson and were subjected to intensive questioning on Dr. Watson's alleged affiliations with Communist-front activities, the accusations against Dr. Watson having arisen from investigations made by the Dies Committee.

Chairman Fly took the initiative at Committee hearings and explained that the attacks on the FBMS chief analyst had been based on "deductions" from a "limited number of writings of Mr. Watson, or I might say, limited extracts from writings of Mr. Watson indicated that he viewed the Russian system with some degree of favor."

Tantamount to firing Dr. Watson, the ruling of the Senate means that after June 30, expiration of his appointment, no funds will be available for payment of his salary.

687 Sign With BMI

A TOTAL of 687 radio stations in 12 networks, national and regional have signed the new BMI eight-year contracts, Carl Haverlin, BMI vice president in charge of stations, said last Friday. These stations account for well over 90% of the industry dollar volume, he said.

250 WATTS • 1400 KILOCYCLES

NEWS Every Hour on the Hour

WHBQ MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

MAIL WEIGHT RULE BRINGS PROTESTS

POST OFFICE ruling (Order 7471) prohibiting packages exceeding 11 pounds in weight from being sent outside continental limits of the United States has aroused protests of broadcasters who point out that the order will prevent transcriptions being sent to Alaska, Hawaii, Canal Zone, Puerto Rico and island possessions.

It is understood that NBC has protested the ruling on the basis that it will prevent shipment of transcriptions to Hawaii, which the company states are contributing greatly to the upkeep of civilian and military morale.

Post Office officials in Washington told BROADCASTING last Friday that exceptions to the ruling will be considered in conjunction with the Army and Navy which recommended the Post Office order.

Deputy Second Assistant Postmaster General John E. Lamiell said protests against the ruling should be directed to the Second Assistant Postmaster General, Smith W. Purdum, who will consider each protest on its individual merits and then direct it to Army and Navy officials.

Mr. Lamiell said he felt mailing of transcriptions would be excepted in view of their morale value but added that such exception would be entirely up to the discretion of Army and Navy officials.

Young & Rubicam Plans Coast Staff Transfers

WITH SEASONAL tapering off of its West Coast program originations, Young & Rubicam, is transferring several Hollywood producers to the agency's New York headquarters for the summer. Hendrik Booraem Jr., producer of the CBS *Screen Guild Theatre*, sponsored by Gulf Oil Corp., with close of the current season, was first to be shifted to New York for other assignments.

Anton (Tony) Hardt, assistant producer of the weekly CBS Silver Theatre, sponsored by International Silver Co., will follow. Ted Sherdeman, head producer of that show, remains in Hollywood for other assignments. He is now preparing the dramatic series *Those We Love* as a summer substitute, effective July 1, for the NBC *Time to Smile*, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), Wednesday, 9-9:30 p.m. (EWT). Carroll Nye, assistant West Coast publicity director, was transferred to New York a few weeks ago to do research for the half-hour program, *We the People at War*, which started April 26 on CBS for Gulf Oil Co. as a summer substitute. Other shifts from Hollywood will be made in the next few weeks.

United's List of Accounts

IN A FORM letter sent to stations throughout the country, United Adv. Cos., Chicago, through N. J. McMahon, president, has listed mail order accounts which the agency is offering to stations. The accounts include life insurance, razor blades, bunion treatment, house numbers, knitting needles, rugs, mattresses, telescopes, flags, piano courses, color cameras, vitamins, identification bracelets, fountain pens and memorials.

Blue Network Exploits Its Sales Story As Industry Nears First War Summer

AS A GUIDE for its sales force and for the information of interested advertisers, the BLUE has issued a 22-page booklet titled *How About Selling in Our First War-Summer?* which predicts that this summer will be one of radio's most successful seasons.

Reason for the prediction is threefold: Wages are at the highest level since 1929; with fewer commodities to buy, millions of diverted dollars will be spent on merchandise that can still be bought; with added war interest, millions more will listen this summer to their radios.

Spending Power

Using the Department of Commerce estimate that the national income has increased 22.6% over 1940, the BLUE analysis states:

"Making allowance for an increase in living costs (estimated at 12% for 1942) plus purchases of war savings bonds and new direct and indirect taxes, there will still be a vast untapped reservoir of spending power. Money that bought new cars, gasoline, refrigerators, will be spent—but only on the things for which advertisers create the desire.

Charts and figures from the NAB's survey in 1939 of *Urban Listening in the United States* are used by the BLUE to illustrate how even in 1939 the drop in listening during the summer was only 6% below the annual average.

"In 1942," the booklet states, "the normal audience will probably decrease even less, if the radio buying of 1941 is any guide."

The study concludes with points in favor of summer advertising in any year, and a discussion of the 12½% rebate on gross billings for an advertiser using a 52-time contract, thus making the cost of a summer week of radio advertising 66.6% less than the cost per week of advertising placed on a 39-week basis.

Texaco Summer Plans

TEXAS Co., New York, about July 5 has decided to substitute a straight musical show for Fred Allen in the Sunday evening 9-10 period on CBS. While Allen takes a vacation, the summer replacement program will continue to feature Al Goodman's orchestra and other features are currently under consideration, according to Buchanan & Co., New York, the agency.

Ruppert Adding

JACOB RUPPERT BREWERY, New York, on April 20 added four New York stations — WNEW, WHN WMCA WQXR—to the list carrying one-half minute and one-minute transcribed and live announcements for Ruppert beer and ale. The list of stations now totals 28, each varying as to number of announcements per week, according to Ruthrauff & Ryan, New York, agency in charge.

IT HITS THE SPOT, these three claim as they go to work on a Pepsi-Cola dispenser. The firm starts May 4 a five-weekly daily jingle series, with savings bond awards, on the BLUE Monday through Friday at 9:55 p.m. Quaffers are (l to r) Albert Foetz, Pepsi-Cola advertising manager; William Reydel, vice-president of Newell-Emmett Co., New York; D. R. Buckham, BLUE salesman.

HighCourtUpholds Order on Marmola

Sustains FTC in Directing Company to Cease Claims

THE Supreme Court in a unanimous decision last Monday affirmed an order of the Federal Trade Commission against the Raladam Co., Detroit, directing the company to cease and desist from certain representations concerning efficacy or safety of its' Marmola.

A previous order against the company had been set aside by the Supreme Court in 1929 on the ground that the FTC had not found competition with the company's preparation in the interstate market, ground upon which the FTC had isued its order. The Supreme Court at that time, however, stated that "if the necessity of protecting the public against dangerously misleading advertisements of a remedy sold in interstate commerce were all that is necessary to give the Commisison jurisdiction, the order could not successfully be assailed."

Present procedings were instituted May, 1935, and after extended hearings before the FTC, the Commision isued an order finding that 26 products competed with Marmola in interstate commerce. The record further showed that Marmola sales were made through wholesalers and retailers throughout the country who also sold numerous fat-removing remedies.

This order was set aside by the Circuit Court of Appeals for the Sixth District (Cincinnati) on grounds that no evidence supported the FTC's finding that Raladam's alleged unfair methods of competition "substantially injure or tend to injure the business of any competitor".

The Supreme Court, however, ruled that the findings of the FTC were an adequate basis for its order.

COVERAGE

CJOR's 1000 watts on 600 K.C. gives us the best possible use of the best channel in this area.

CJOR

Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)

600 KC 1000 Watts

Where Sales Multiply

Air Castle of the South

W & WSM

50,000 WATTS CLEAR CHANNEL

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

A Radio Clinic for Department Stores

Frank Probe of Retailer Problems Planned By NAB

By FRANK E. PELLEGRIN
Director, NAB Dept. of Broadcast Advertising

IF THE RADIO industry made a concerted effort to sell radio advertising to department stores—what would be the potential?

Consider: In 1940, total newspaper advertising amounted to $545,000,000; of this, retail advertising amounted to $395,000,000. By comparison radio's total was $208,000,000, and retail advertising in radio amounted to $59,000,000.

How much of the newspaper's terrific retail billing came from department stores? There are two answers to that question. One is that the department stores themselves accounted for 42.3% of total retail advertising space in newspapers, but only for 8.4% of radio's total retail time. Thus the department store billing in newspapers is somewhere in the neighborhood of $150,000,000, while it is less than $5,000,000 in radio.

Getting Their Cues

The other answer is that department store advertising directly influences nearly all other retail advertising. Specialty shops, stores featuring women's and men's wear, milliners, shoe stores—all look to the department stores for their cue in local advertising. Thus it may be urged that far more than 42.3% of newspaper retail linage is involved when one speaks of department store influence on local advertising billings.

As radio salesmen tighten their belts for the battle to maintain radio revenue during this emergency, and look for a major source of replacement income, it's no wonder that department stores loom as large as a transmitter on a prairie skyline.

Six months ago at a now-historic meeting in New York of the NAB Sales Managers Executive Committee, plans were laid to win for radio a respectable percentage of the department store—and consequently the entire retail—advertising budget. Basically it was agreed that if, after 20 years of individual effort, radio stations had been able to secure only 8.4% of their local billing from department stores, a new approach to the problem was probably indicated. Any such approach, it was felt, should be based on a thorough study that could provide the framework for a general, industry-wide campaign.

Representing most of the leading department stores in the country is the National Retail Dry Goods Assn., whose Sales Promotion Department, managed by Richard G. Meybohm, is primarily concerned with advertising and other forms of store promotion. To the NRDGA, then, went the NAB. The first stage in the program was a panel discussion on "Radio Advertising for Department Stores", conducted by the NAB Sales Managers Executive Committee at the national NRDGA convention last January in New York. Simultaneously, an invitation was issued for the NRDGA to conduct a similar clinic at the national NAB convention May 11 at Cleveland.

Meantime, a national study was instituted by Mr. Meybohm. A detailed, nine-page questionnaire, billed as "a radio survey to end all radio surveys", was sent to 1,500 NRDGA members coast to coast, searching for the intimate, inside, and often confidential low-down on what's good and what's bad about radio for department stores.

As the questionnaires came back the work of analysis and tabulation was begun by the NRDGA. At least several months will be required for a full study, but even a casual review of the replies has already indicated the major trend that the radio industry should follow in its approach to the rich and promising department store market.

Salesmen Blamed

In a sentence, the overwhelming majority of department store advertising managers have declared that radio salesmen generally know too little about department store merchandising problems to do an intelligent and effective job of radio interpretation, sales and service.

Notable exceptions and partial exceptions, detailed in some of the replies, serve to clinch the point. Isolated stations here and there have done a remarkable job, and this testimony serves as a double-check for the main thesis.

That this survey provides an exhaustive analysis may be seen by the fact that each questionnaire requires 242 separate tabulations, exclusive of any cross-indexing. In the wealth of detail yet to be uncovered is the meat, bone and sinew with which the Sales Managers Division of the NAB hopes at last to be able to construct a sales campaign that will develop a source of revenue greater than any now known to radio.

Highlights of the study will be brought out at the NAB convention in Cleveland May 11 when Mr. Meybohm and his panel of department store experts take the floor at 2:30 p. m. Because of the preliminary analysis, the early plans for this clinic were scrapped and new plans were laid on diametrically opposite lines. Instead of assembling a committee of men who had used radio with unusual and extraordinary success, and whose contribution to the NAB Sales Managers would therefore sum up to a "you've-got-something-there" accolade, the NRDGA clinicians will be experts in department store problems—and they will hew to that line.

What had started out to be a familiar discussion of radio techniques has developed into an intensive course on what makes a department store tick, for the very sound reason that department store executives have said that's what's the matter with radio selling.

A Program of Action

As soon as possible thereafter the survey analysis will be completed and released by the NRDGA in a series of constructive, informative, pull-no-punches articles. The questionnaires will also be turned over to the NAB Department of Broadcast Advertising, for further study from the particular point of view of the time salesman. Again the findings will see print, in BROADCASTING magazine, as a supplement to the NAB "Manual of Radio Advertising", and in other forms.

A concrete program of action will get under way as soon as possible. Exactly what form it will take is still anybody's guess, but the broad outlines should come from the Cleveland clinic. Many suggestions have already been made and more will undoubtedly come piling in. At this writing, the sky is the limit and every proposal will get consideration.

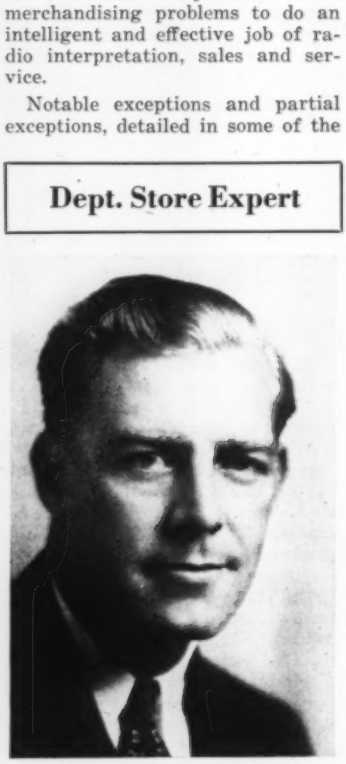
While most phases of the campaign will no doubt revolve around the inescapable necessity for hard and routine work, some may be spectacular. Eugene Carr, chairman of the NAB Sales Managers Executive Committee, who has made this department store activity one of the chief topics of importance during his term, has proposed, for example, that an annual "Radio Institute" might profitably be financed by the radio industry where department store executives could be sent at nominal cost to spend the better part of a week at some secluded resort, with a staff of radio experts on hand to conduct courses and give practical demonstrations on how to get the most out of the radio medium.

The NRDGA has countered with a suggestion for a similar "Institute" for radio men, to be staged by merchandising experts. For such ambitious undertaking a special war chest would be needed. several station managers who were tentatively approached on the subject have indicated they would gladly "invest" in any undertaking that gave promise of such a return. Mr. Carr and his committee point out that there are many other bridges to cross before this eager industry hits the glory road and perhaps the jackpot.

There should be some pulse-quickening in radio arteries at Cleveland May 11. Mr. Meybohm and his experts, albeit sympathetic and understanding, are nevertheless loaded for bear. They intend to render a real servie to the broadcasters, and consequently to their own NRDGA members.

The process may hurt a little—but looking again at that $395,000,000 annual bill for newspaper space—the results may be delightful.

Dept. Store Expert



RICHARD G. MEYBOHN
Mgr. Sales Promotion Division National Retail Dry Goods Assn.

LISTENING HABITS SURVEYED BY NBC

REPEATING its all-county survey of two years ago, NBC has again mailed out return postcards to more than 2,000,000 families in every one of the nation's counties. Designed to show how listening is distributed among stations, the cards ask four questions: 1. What radio stations do you and your family listen to regularly at night after dark? 2. Which one of these stations do you listen to most after dark? 3. What radio stations do you and your family listen to regularly during daylight hours? 4. Which one of these stations do you listen to most during daylight hours?

Identity of NBC as instigator of the survey is concealed. Reply cards are addressed to "Census of Wartime Radio Listening" at the New York address of International Business Machines Co., which is tabulating the returns for NBC. Returns are reported to be running at about 20% of the mailing, well above the 13% return produced by the first NBC postcard survey conducted in February, 1940.

Roma Names Agency

ROMA WINE Co., Fresno, has appointed McCann-Erickson, New York, to handle its advertising. Traditionally, discontinuing its previous policy of dividing placement between three agencies: Bermingham, Castleman & Pierce, New York, for the East; Robert Kahn Associates, Chicago, for the Midwest; and Cesana & Associates, San Francisco, for the West Coast.

Long Litigation on Net Rules Seen After High Court Hearing

Government Arguments Are Briskly Questioned by Justices During Four-Hour Session

PROLONGED litigation over the FCC's chain broadcasting regulations, either through instructions to the statutory three-judge court in New York to hear the NBC-CBS appeals on their merits or through initiation of new litigation, was foreseen last week following oral arguments to the U. S. Supreme Court by the three major networks and the FCC, pursuant to jurisdictional appeals taken by the NBC and CBS.

While the only question posed was whether the NBC and CBS appeals were premature, on the ground that the chain-monopoly regulations actually are not invoked under the FCC's "order", the highest court, through its questions, went deeply into the facts surrounding network operation and station affiliation and the indispensability of time options.

Counsel Quizzed

The questioning from the bench was construed to indicate that at least a majority of the court was impatient with the argument of the Government, propounded by Telford Taylor, FCC general counsel, and supported by Louis G. Caldwell, MBS chief counsel, that the regulations were not final and that the administrative process had not been completed. Associate Justice Felix Frankfurter, however, interrogated counsel repeatedly on the question of "finality" of the regulations.

Half of the four-hour argument was split between John T. Cahill, counsel for NBC, and Charles Evans Hughes Jr., CBS chief counsel, both of whom participated in proceedings before the New York court, which in February sustained the Commission's contention of lack of jurisdiction. General Counsel Taylor argued the Government case in two installments, consuming an hour-and-a-half, with Mr. Caldwell closing the argument in a half-hour appearance.

Chief Justice Harlan F. Stone, who, with Associate Justice Frankfurter carried the burden of the court's interrogation, repeatedly sought to ascertain whether network service, as it is known today, would be disrupted or "go out the window" with the enforcement of the regulations. He, along with Associate Justices Owen J. Roberts, Stanley F. Reed and Robert H. Jackson, inquired of all counsel whether the issuance of the order was not in fact tantamount to its ultimate application.

Should the Supreme Court decide that the order is in effect a "final action", in that its enforcement promptly would injure network operations, it is presumed the case will be remanded to the three-judge court for hearing on the merits. That will go to whether or not the FCC regulations are arbitrary and capricious and whether it has exceeded its authority by essaying to regulate contractual relations between networks and their affiliates.

Other Appeals

Alternatively, should the court uphold the decision of the statutory three-judge tribunal that the NBC-CBS appeals are premature, it is expected the networks will seek to restrain the FCC in proceedings before some other tribunal under another section of the Act—possibly the U. S. Court of Appeals for the District of Columbia.

The Government-MBS contention in essence was that the networks had an adequate remedy under Section 402 (b), rather than Section 402 (a) of the Act. Networks, they argued, are not licensees as such. If the FCC refused to renew a station license because of a contract with a network contravening the regulations, it was contended, that action would be appealable.

The Supreme Court is expected to act quickly and probably will decide the case prior to its summer recess about June 1. A ruling, it was indicated by court attaches, might be expected by May 11 or 18, and not later than May 25.

A motion by CBS, made by Mr. Hughes at the outset of his arguments for a temporary restraining order, was received by the court, with the observation by the Chief Justice that it would be acted on quickly. Pointing out that the FCC rules were in suspension only until May 1, or until the court acted on the appeals, Mr. Hughes explained that the networks sought an order suspending and restraining the operation, enforcement or execution of the chain-monopoly regulations until 10 days after the filing in the New York District Court of the mandate in the case. There was no opposition.

Factual aspects of the regulations were covered by Mr. Cahill in opening arguments, on the ground that they were vital in the court's consideration of the jurisdictional question. He said that affiliates valued their network contracts as second only to their station licenses. He argued that network broadcasting cannot be conducted without firm option time.

The regulations, he said, provide for what the FCC calls "non-exclusive option time", but he contended it amounted to no option at all. "What you mean to say is that a non-exclusive option is on a first come, first served basis," Chief Justice Stone interjected. NBC Counsel Cahill replied affirmatively.

Arguing that the order, after its promulgation a year ago, caused immediate and drastic injury to NBC, Mr. Cahill said that between May 2 and Oct. 30, 48 stations served notice on NBC of their decision to cancel existing contracts. Moreover, he said, during that time NBC was unable to renew or enter into new contracts with stations, on the ground that the FCC rules would be contravened. Only MBS, he declared, is "advantaged" by the rules.

Answering NBC, Mr. Taylor described various types of broadcast service, including network, local, national spot and transcription. The rules, he said, were drafted by the FCC in the belief that stations should be available for various types of programs and not anchored down contractually to an individual network.

The Chief Justice interrupted to observe that his argument "goes to the merits" and not to the

(Continued on page 58)

ANA Meets This Week

EFFECTS of the war on advertising and distribution will be discussed from every angle by members of the Assn. of National Advertisers during the two-day closed meeting to be held at the Westchester Country Club, Rye, N. Y., Monday and Tuesday of this week. Changes in transportation, in population distribution, in availability of materials and of personnel will all be touched on, but the emphasis is expected to be on the preparation of advertising copy which will be in harmony with the times. D. B. Stetler, advertising manager of Standard Brands, will conduct a round table meeting on radio, one of a number of panel discussions.

Sherman Joins Walker

HERBERT P. SHERMAN, business manager of WAIT, Chicago, and former commercial manager of WJJD, Chicago, last Thursday announced his resignation to join the Walker Co., station representatives, as a partner. He will work out of the Chicago office. Walker Co. has moved its New York office to 551 Fifth Ave. Jack Carson has been named eastern manager.

Smooth Saleing!

We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!

WAIR

Winston-Salem, North Carolina

I Want more sales in Central New York?

WFBL

SYRACUSE, NEW YORK

"Tell it to the Marines on KXOK, St. Louis"

630 KC. 5000 WATTS
BLUE NETWORK

WHBF

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE
AFFILIATE OF ROCK ISLAND, ILLINOIS STATION

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
APRIL 25 to MAY 1 INCLUSIVE

Decisions . . .

APRIL 25

WGBR, Goldsboro, N. C.—Granted construction permit to rebuild station destroyed by fire.

WSGN, Birmingham, Ala.—Granted CP increase day power to 5 kw.

KMA, Shenandoah, Ia.—Granted CP to install directional antenna.

APRIL 28

WRGA, Rome, Ga. — Granted CP to change antenna system and move transmitter.

WCHV, Charlottesville, Va. — Granted consent to assignment of permit and license to Charles Barham Jr. and Emmalou Barham.

WBAX, Wilkes-Barre, Pa. — Granted petition for extension to 6-30-42 inclusive of effective date of Commission order on application for renewal of license.

WRCA, New York City—Granted modification of license to add frequency 15,190 kc.

WNBI, New York City—Same.

APRIL 29

NEW, Herman Radner, Dearborn, Mich. Granted motion to take depositions and continue hearing to 6-17-42.

NEW, Camden Broadcasting Co., Camden, N. J.—Granted motion for continuance of hearing to 6-15-42

WICA, Ashtabula, O. — Granted motion for continuance of hearing of WICA and WWSW to 6-10-42.

WORK, York, Pa.—Granted modification of CP for extension of completion date to 6-30-42.

WCAX, Burlington, Vt.—Granted modification of license to change name to WCAX Broadcasting Corp.

WTMA, Charleston, S. C.—Granted modification of CP as modified for extension of completion date to 5-21-42.

Applications . . .

APRIL 28

WKAQ, San Juan, P. R.—CP move transmitter and studio locations.

WHEB, Portsmouth, N. H. — Transfer of control from R. G. LeTourneau to The LeTourneau Foundation thru sale of 75% of stock.

WEAN, Boston—Modification of CP requesting extension of completion date to 7-8-42.

WBNY, Buffalo—Modification of license to change hours of operations from specified to unlimited (hours relinquished by WSVS, deleted.)

WCSH, Portland, Me.—CP to install new transmitter.

WORK, York, Pa.—Modification of CP installation of directional antenna for night use, requesting authority to install new transmitter and extension of commencement and completion dates to 10 days after grant and 20 days thereafter, respectively.

WJW, Akron—Modification of CP requesting changes in directional antenna, change transmitter location and extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KPRC, Houston, Tex. — Modification of CP requesting extension of completion date to 8-7-42.

WFLA, Tampa, Fla.—CP increase to 5 kw. and make directional change N.

WGBR, Goldsboro, N. C.—CP to rebuild station after destruction by fire and move studio.

KOB, Albuquerque, N. M.—Modification of CP, requesting extension of completion date to 8-1-42.

MAY 1

WEAN, Providence, R. I.—Modification of CP as reinstated for extension of commencement and completion dates to 10 days after grant and 60 days, thereafter, respectively.

W95NJ, Jersey City, N. J.—Modification of CP for new station to move transmitter location and extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

W31NY, Alpine, N. J.—Modification of CP as modified requesting extension of completion date to 11-4-42.

W71NY, New York—Modification of CP as modified requestion extension of commencement and completion dates to 6-12-42 and 12-12-42, respectively.

KTSM, El Paso, Tex.—CP to change to 690 kc., increase to 1 kw., install directional antenna for D & N.

Tentative Calendar . . .

NEW, Beauford H. Jester, individually and as trustee, **Waco, Tex.,** CP new station 1230 kc., 250 w. unl.; **NEW, Roy Branham Albaugh, Waco,** same (consolidated hearing, May 4).

WICA, Ashtabula, O., CP 970 kc., 1 kw. N, 5 kw. D, unl., directional antenna N; **WWSV, Pittsburgh,** CP 970 kc. 5 kw., unl., directional antenna D & N (further consolidated hearing, May 4).

WBRE, Wilkes-Barre, Pa., CP 1340 kc., 100 w. unl. (further hearing, May 5).

NEW, Scripps-Howard Radio Inc., Houston, Tex., CP new station 1230 kc., 250 w., unl.; **NEW, Texas Star Broadcasting Co., Houston,** same; **NEW, Greater Houston Broadcasting Co., Inc., Houston,** same (further consolidated hearing, May 6).

KMLB, Monroe, La., CP 1410 kc., 1 kw., unl., directional antenna N (further hearing, May 7).

WSON, Henderson, Ky., modification of CP for 860 kc., 500 w. D (further hearing, May 7).

NEW, KNOE Inc., Monroe, La., CP new station 1420 kc., 250 w., unl. (further hearing May 8).

Rev. Shuler to Run

REV. ROBERT P. (Fighting Bob) SHULER, pastor of Trinity Methodist Church, Los Angeles, and occasional center of a broadcasting row with Federal authorities, in late April announced his candidacy for Congress from the 12th California district on the Republican and perhaps Democratic tickets. His twice-weekly broadcasts over KMTR, Hollywood, were recently cancelled on inferred official instruction from Washington [BROADCASTING, April 20].

Dutch Invasion Discs

OFFICIALS of the Dutch Government in London and representatives in this country have commissioned World Broadcasting System, New York, to produce and transcribe a program commemorating the Nazi invasion of Holland. It will be offered to stations for broadcast preferably May 10, second anniversary of the invasion. Entitled *Thumbs Up*, the transcription includes a message from Prince Bernhard, consort of Crown Princess Julianna of the Netherlands, and anthems and folk songs of Holland by a chorus of 40 voices.

Baldwin Commissioned Major by Signal Corps

JAMES W. BALDWIN, former NAB managing director and exowner of WGH, Newport News, last week was commissioned a major in the Signal Corps. He continues his duties in the Office of the Chief Signal Officer, where he has been administrative assistant.

Maj. Baldwin

Lt. Col. W. D. Hamlin has been designated director of administration in the executive office of Maj. Gen. Dawson Olmstead, Chief Signal Officer, and Maj. Baldwin is serving as his chief assistant. Maj. Baldwin came to the Signal Corps as civilian administrtive assistant from Finch Telecommunications Labs., where he was plant manager. He was secretary of the Old Radio Commission and in 1935 became managing director of NAB, serving until 1938.

ESSO TO SPONSOR ON WJZ AT NIGHT

FIRST SPONSOR for *Say It With Music*, all-night, all-music program on WJZ, New York 1-7 a.m., is Standard Oil Co. of New Jersey (Esso Marketers), which on May 4 takes over news periods seven nights weekly, every hour on the hour, as the only spoken words on the all-night recorded show.

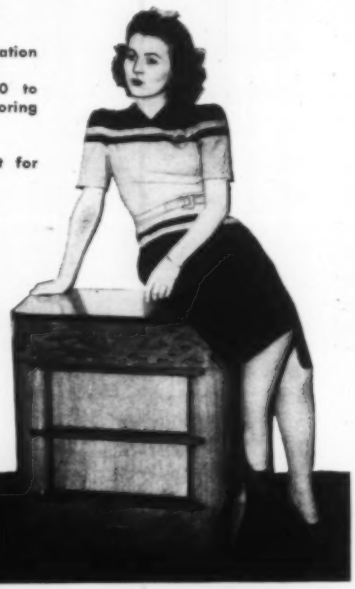
Currently the sponsor of the five-minute-news period *The Esso Reporter*, four times daily on WJZ, with 80% of the time given to commercials used to supply helpful information to car owners, Esso Marketers is increasing its institutional advertising by the addition of the night periods, on the theory that "advertising in wartime need not sell merchandise but must render helpful service." Agency for Esso is Marschalk & Pratt.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER
(Type JCP-10)

★Perfectly matched to the G-E *FM* station monitor with monitoring amplifier
★Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier
★Single-unit construction
★Special alnico permanent magnet for field
★8-ohm voice coil; 20-watts input
★Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier
★An excellent speaker for audience and sponsor rooms

PRICE . . . $75.00 net, f.o.b. factory (Base, if desired, $20.00 additional)

ORDER NOW through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N.Y.



GENERAL ELECTRIC

Network Accounts
All time Eastern Wartime unless indicated

Renewal Accounts

BOWEY'S Inc., Chicago (Dari-Rich Products), on May 30 renews *Over Hollywood* on 45 CBS stations, Sat., 12:30-1 p.m. Agency: Sorenson & Co., Chicago.

COCA COLA Co., Atlanta (beverages), on June 7 renews *The Pause That Refreshes on the Air* on 112 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., N. Y.

RALSTON-PURINA Co., St. Louis (Ry-Krisp), will continue *Elsa Maxwell's Party Line* on 78 BLUE stations, Fri., 10-10:15 p.m. Program was scheduled to shift on May 1 to 9:45-10 p.m. period. Agency: Gardner Adv. Co., St. Louis.

Network Changes

GENERAL MILLS, Minneapolis (Kix), on May 4 shifts *The Lone Ranger* from 37 MBS stations, Mon., Wed., Fri., 7:30-8 p.m. to 65 BLUE stations, Mon., Wed., Fri., 7:30-8 p.m. (some stations, 6-6:30 p.m., repeat 10:30-11 p.m. for Pacific Coast). Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 14 shifts *Jack Armstrong* from 95 MBS stations, Mon. thru Fri., 5:30-5:45 p.m. to 30 BLUE stations, Mon. thru Fri., 5:45-6 p.m. Agency: Knox-Reeves, Minneapolis.

AMERICAN OIL Co. Baltimore, on May 22, discontinues Edwin C. Hill in *The Human Side of the News* on 2 CBS stations, Mon., Wed. and Fri., 6-6:10 p.m. Agency: Joseph Katz Co., Baltimore.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on May 6 shifts *Time to Smile* on 86 NBC stations from New York to Hollywood, Wed., 9-9:30 p.m. (EWT). Agency: Young & Rubicam, N. Y.

P. BALLANTINE & SONS, Newark, N. J. (beer), on June 2 discontinues for the summer *Three Ring Time*, on 80 BLUE stations, Tues., 8:30-9 p.m. (rebroadcast 11-11:30 p.m.). Agency: J. Walter Thompson Co., N. Y.

INTERNATIONAL CELUCOTTON Products Co., Chicago (Kleenex), on May 29 discontinues *Ginny Simms* on 54 CBS stations, Fridays, 9:30-9:45 p.m. Agency: Lord & Thomas, Chicago.

HECKER PRODUCTS CORP., New York (Shinola, 2-In-1, Bixby's Zero Oil), on June 6 discontinues *Lincoln Highway* on 72 NBC stations, Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

Fifth Largest Audience Hears President's Talk

FIFTH biggest radio audience to hear one of President Roosevelt's radio messages was recorded by C. E. Hooper Inc. for his April 28 report to the nation on America's wartime economy. An estimated total of 46,300,000 persons heard the talk, bringing the Hooper rating to 61.8. It was carried on all major networks, many independent stations and shortwaved around the world by CBS, for whom Hooper made the survey.

The President had his largest radio audience Dec. 9, 1941, when he gave his first address as wartime chief executive two days after the Japanese attack on Pearl Harbor, at which time his Hooper rating was 79.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Operator—With radio telephone first or second class license, first class preferred. Experience unnecessary. Working conditions good. Address reply to WICA Inc., Ashtabula, Ohio.

The man I want—is probably now the second or third man on the staff of a station in a competitive market. He is probably making a fair living where the selling is tough. To such a man I have a splendid opportunity on a station with no competition. A real future for a draft-exempt man who has a proven sales record. First letter to include age, status, salary expected, former affiliations. Box 451, BROADCASTING.

TECHNICIANS—Studio or Transmitter experience. Register at once; state availability. Vacancies. **AMERICAN COMMUNICATIONS ASSN.**, 1626 Arch St., Philadelphia, Pa.

ANNOUNCER WANTED—By 250 watt independent station on Gulf Coast. Primarily want news man. However, must be all-round commercial man. Salary approx $35.00 weekly. In reply give complete information about yourself including marital status, draft status, complete employment record, education and any other data you would like to have if you were in our position. All replies held in strict confidence. Our own staff knows of this ad. Address Box 444, BROADCASTING.

ANNOUNCER—With minimum three years news and ad lib experience for aggressive network station, must be competent all round man. Give draft status, complete experience first letter. Box 446, BROADCASTING.

Engineer-Announcer—Permanent position available for experienced technician with good voice who desires residence in Arizona's warm, healthful, dry climate. Box 448, BROADCASTING.

Two Experienced Announcers—By rapidly growing station. Good salary, excellent living conditions. Box 449, BROADCASTING.

ENGINEER—College graduate; announcing ability; first class license; draft exempt; experienced. Must own car. $42.50 per week for forty hours. KGVO, Missoula, Montana.

Engineer-Announcer—Immediate employment. State starting salary and experience. KPAB, Laredo, Texas.

Salesman—Experienced, with car — salary and commission—excellent opportunity—steady position — advancement — WSKB, McComb—Mississippi's Quality Station.

WANTED—Experienced announcers, transmitter engineers and announcer-operators. Register now—many positions open. **COLUMBIA PLACEMENT BUREAU**, Suite 481, 410 South Michigan Avenue, Chicago, Ill.

ENGINEER—Capable of computing and adjusting directive antennas. State age, education, experience, salary desired and draft status. Include photo. Box 438, BROADCASTING.

Commercial Manager—Draft deferred result getter for Virginia station. Sober, non-pressure type preferred. Give references, salary expected and date available. Box 436, BROADCASTING.

Program Director—Eastern local want industrious man with character and executive ability. List draft status, reference, salary desired. Box 437, BROADCASTING.

Situations Wanted

Combination Man—Bottom to top in 10 years. Familiar all branches industry. Draft exempt. Box 445, BROADCASTING.

Buy Your Station a Personnel Value—Two sober, industrious, capable persons. Man—experienced news editor, publicity director and announcer. III-A in draft. Woman—continuity writer, actress and experienced secretary. Married. Available for personal interview during NAB Convention in Cleveland. Telephone MAin 8257 or write BROADCASTING, Box 433.

General-Commercial-Salesmanager — Executive position now in radio, change necessary. College education, eleven years radio, married, age 40, excellent references. Box 442, BROADCASTING.

Experienced Sportscaster—Play by play or reconstruction any sport and special events man. Desires make change. Employed present position over two years. Box 447, BROADCASTING.

News Editor—Commentator, reporter. Distinctive voice. Background travel, advertising. Twelve years radio. Now employed. Draft Exempt. If interested can arrange meeting NAB Convention. Box 435, BROADCASTING.

CHIEF ENGINEER—Or operator desires Midwestern station. Draft-free. Box 441, BROADCASTING.

MANAGERSHIP—Of progressive network affiliate anywhere. Ten years' background includes all phases selling, merchandising, programming for both regional and national network. Draft exempt. Excellent references. Box 452, BROADCASTING.

EXPERIENCED COMMERCIAL ANNOUNCER — University Graduate — desires new position. Newscaster, sports events, ad lib, versatile, ideas. Draft deferred. Box 454, BROADCASTING.

News Announcer — Draft deferred. Two years experience in all types announcing. College degree. Box 453, BROADCASTING.

Wanted to Buy

FCC Recognized Phase Monitor—With or without coaxial switching panel for four element array. Send full information. Radio Station WHKY, Hickory, N. C.

Vertical or vertical-lateral pickup—With or without table. KMMJ.

Four 9862 Lapp Insulators—Or equivalent. Box 440, BROADCASTING.

For Sale

Everything necessary for complete installation 250-watt station. Immediate delivery. Box 450, BROADCASTING.

1 KW Broadcast Transmitter—In splendid condition including rectifier tubes, electrical power switchboard and many other items. Blaw-Knox 180 foot self-supporting tower. Box 434, BROADCASTING.

Four New Wincharger 255 Foot Towers—Complete with beacons, guy wires, insulators, etc. Box 432, BROADCASTING.

Complete equipment—250 watt broadcast station including tower, record, transcription libraries, office equipment. Box 443, BROADCASTING.

Approved 500 Watt transmitter—Also Collins speech equipment. Box 439, BROADCASTING.

BROADCASTING FOR RESULTS!

Ferris Aids Treasury

PUBLICITY for the Treasury's radio programs will be handled by Earle Ferris, president of Radio Feature Service, New York, according to an announcement last week by Vincent F. Callahan, director of radio and the press for the Treasury's war savings staff. Working as a dollar-a-year man he will handle the current *Treasury Star Parade* series, *America Preferred* and the projected programs, *The American Opera* series and the Tommy Dorsey nine-week set.

HECKER PRODUCTS, New York (Force cereal), has changed the format of its five-weekly quarter-hour show on WHN, New York, from a juvenile attraction titled *Captain Tim Healy's Adventure Club* to a news commentary by Healy titled *The Story Behind the News*. The program has been discontinued in transcription form on these six stations: WFIL WBZ WBZA WAGE WTRY WGR. Agency is Duane Jones Co., New York.

Fly in Moderators Role On Town Meeting Series

CRITICISM must be maintained in wartime it was agreed by speakers on America's *Town Meeting of the Air* during the April 30 broadcast by the BLUE with FCC Chairman James Lawrence Fly as moderator. It marked the first time in seven years that George V. Denny Jr. was not in the moderator's seat, Denny taking a speakers role.

Mr. Fly carried off the role easily. At one point in the question period he stepped out of his role to supply explanatory material on measures being taken to combat subversive activity.

A RADIO serial show built around the life of a minister's family in a small midwestern parish is now being offered for sale by National Concert and Artists Corp., New York. Entitled *In His Footsteps*, the production is written by Paul Wing, with Harvey Harding as co-producer and musical director.

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Evans Is Promoted To Vice-Presidency

Westinghouse Executive Gets Post With Parent Firm

IN RECOGNITION of his achievements during the last two decades, Westinghouse E & M Co. last Thursday elected Walter C. Evans, its radio manufacturing and broadcasting executive, to a vice-presidency in the parent company.

Mr. Evans

Since the outbreak of the war, Mr. Evans has been a key figure in gearing production in the communications field to military needs. As general manager, he has operated the radio division and also Westinghouse X-Ray Co. and Westinghouse Radio Stations Inc.

Since 1929 Ms. Evans, an engineer, has been vice-president of WRS Inc., and has been largely responsible for development of the six standard broadcast stations and two international shortwave stations under Westinghouse ownership. A veteran of 21 years with Westinghouse, Mr. Evans in 1941 received the company's highest employe honor, the Order of Merit, for conspicuous leadership and service in radio development. His broad background and thorough knowledge of broadcasting was further recognized last year when he was named chairman of International Broadcasting Committee, Defense Communications Board.

PROGRAMS SHIFTED BY GENERAL MILLS

GENERAL MILLS, Minneapolis, has shifted both *The Lone Ranger* (Kix), and *Jack Armstrong—The All American Boy* (Wheaties), from MBS to the BLUE. *The Lone Ranger, heard* on 42 MBS stations at 7:30-8 p.m. on Mondays, Wednesdays and Fridays, with repeat 8:30-9, starting May 4 will be broadcast the same days on approximately 71 BLUE stations at 6-6:30 with repeat at 7:30-8 p.m.

On the Pacific Coast where other sponsors have exclusive on *The Lone Ranger,* a half-hour transcribed western drama *Lightning Jim,* will be broadcast for Kix on 12 BLUE stations on Mondays at 7 p.m. and Wednesdays and Fridays at 7:30.

Jack Armstrong, discontinued on May 2 for the summer on 93 MBS stations Monday through Friday at 5:30-5:45 p.m. with repeat at 6:30-6:45, will be resumed on the BLUE in the fall in the late afternoon period. Blackett-Sample-Hummert, Chicago (Kix) and Knox-Reeves Adv., Minneapolis (Wheaties), are the agencies.

WORTMAN, BARTON & Co., and Barton & Goold, New York advertising agencies, have combined to form Wortman, Barton & Goold, with offices at 345 Madison Ave., New York. The firm handles radio. No radio director has been announced.

Vinylite on Hand Is Declared Adequate for Present Needs

QUERIED as to the effect of the Vinylite order issued last Wednesday by the War Production Board, on the production of transcriptions, George Miller, in charge of Vinylite sales for Union Carbide & Carbon Corp., said that under the original order his company has been supplying users of the types of material covered in that order as directed by the WPB. That is, he explained, Union Carbide supplies Vinylite to the users whom the WPB has certified and in such amounts as the WPB says they can have.

The Vinylite used in transcriptions, not covered by the original order, is now included in the order, so the makers of transcriptions will now have to go to the WPB with their requests for this material before they can get it from Union Carbide [see order on page 14].

A number of major transcription companies in New York, when notified of the change in the order by BROADCASTING late last week, said they would not be willing to comment officially until they had seen and studied the amendment, but they all expressed the feeling that enough Vinylite would be available to insure a continuing supply of transcriptions for broadcasting stations.

The consensus of the group was that transcriptions are as necessary as network wire lines in distributing programs, both commercial and sustaining, to individual stations throughout the country.

There is no immediate problem, as each company reported enough Vinylite on hand to take care of immediate needs.

Supreme Court

(*Continued from page 55*)

"jurisdictional issue". He commended further that if the networks waited until a station license came up for renewal, that they might be damaged. He asked whether if such a course were followed it would not in many instances result in the "end of the present system of broadcasting". Mr. Taylor said this would not be the case.

Associate Justice Jackson questioned the practical good that could come from a postponement of the hearing "until the damage is done". He asked why the review should not come beforehand.

Asked by Justice Frankfurter whether the Commission could certify to any court the "abstract question of power," Mr. Taylor replied in the negative. Then Justice Roberts observed that "it's a 100-to-1 shot" that the FCC would not renew licenses of stations which violated the regulations.

CBS Argument

Mr. Huges declared the FCC regulations strike at the foundation of CBS. While ostensibly directed at affiliates, he said they actually hit CBS and other networks. He argued that CBS was threatened with "absolute disintegration of network operation" if it followed the FCC course and waited until renewal proceedings came up in due course.

If option time is eliminated, Mr. Hughes said, every network will seek the best station in a given market and there will be such a "scramble" that other stations will be relegated to positions of unimportance. Stations, he said, might not want to incur the displeasure of the Commission by engaging in litigation over the regulations.

Drawn for BROADCASTING by Sid Hix

"You're On the Air in 30 Seconds, Mr. Sling!"

Montana, Idaho C... Shows 86% Have R...

TWO MORE of the *Second ... Housing Reports,* containing ... suses of radio homes among ... data, were issued by the U... Census Bureau last week, bri... to six the number of State ... thus far released. The new ... cover the States of Montana ... Idaho. The Montana report ... that 134,503 of the 156,... ported homes, or 86.2%, had ... in 1940 when the census was ...

The Idaho report discloses ... 118,824 out of 137,521 ... homes, or 86.4%, had radios. ... tailed breakdowns of the ... will be published in an early ... tion of BROADCASTING in the ... style as the reports prev... published for Nevada, New H... shire and Vermont [BROADCA... March 16], and Wyoming [B... CASTING, April 13].

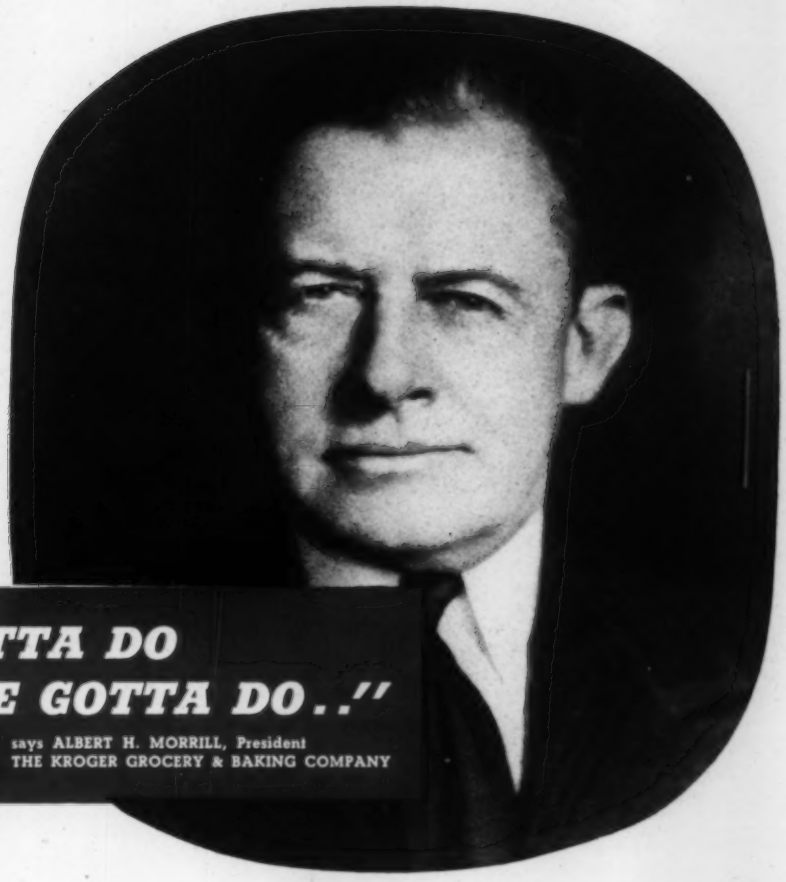
Taking up rebuttal, Mr. T... answered the "death knell" ... tentions. He asserted that the ... ulations can be tested once ther... "final" action, without any ... whatsoever to stations. He p... out the FCC had agreed to ... procedure and also that the ... works properly could interven...

Chief Justice Stone, how... questioned the "incentive" on ... part of stations to protect the ... works. Mr. Taylor observed ... NBC Counsel Cahill had ... that an affiliate regarded its ... work affiliation as second only ... out the FCC had agreed to ... value to his license, and that ... fore he assumed there would ... that "incentive".

Answering Judge Jackson, ... Taylor said the Commission ... not take punitive action ... stations testing the regulations ... a "matter of good faith".

Winding up the argument, ... Counsel Caldwell asked the ... not to be unduly impressed by ... ures given about the size of ... various networks, and MBS in ... ticular. He said his network ... made up mainly of small stati... pointing out that of the forty-... 50,000-watt stations only two ... affiliated with MBS. Justice J... son asked "what is Mutual's ... terest" in the light of these ... tentions. Mr. Caldwell alluded ... the difficulty experienced by M... in breaking into the "exclu... club" resulting from exclusive ... filiation contracts. He denied ... the regulations would ruin ... older networks and declared ... the altered option time provi... would still permit particular ... works to have first call on p... stations.

When Mr. Caldwell, in dea... ing the time option setup, p... out that in such cities as C... land and Des Moines MBS ca... clear adequate time, Justice ... erts interposed that what MBS ... parently sought was "to ha... chance to get into Cleveland" ... inquired about the value of ... to the public, observing that ... made little difference whether ... advertiser got his program ... city over a particular netw...



"WE GOTTA DO WHAT WE GOTTA DO . . ."

says ALBERT H. MORRILL, President
THE KROGER GROCERY & BAKING COMPANY

"'We gotta do what we gotta do' says the picturesque and central character in one of the widely read recent novels. And 'we gotta' remember that war times are abnormal times; that no matter how grim and discouraging they may appear at the moment, normal times, peace times, will come again some time.

"Many, perhaps all, successful businesses in America have been built by letting the buying public know what those businesses had to sell, the excellency of their products, the reasonableness of their prices. They have let them know through the media of advertising. Huge sums and great effort have been expended on advertising. Advertising has created a huge asset called good-will which never appears in a balance sheet.

"But good-will, hard to get, slow to create, precious when acquired, can dissolve into thin air all too easily.

"What 'we gotta' remember is that normal times, peace times, will return; that against those times we must preserve our assets; that among our priceless assets, not purchasable over night, is good-will; good-will created and retained largely through advertising.

"Advertising geared to war times should be continued until peace times come again."

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

★To the great names in American business whose continued advertising is a flaming symbol of faith in America's future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.

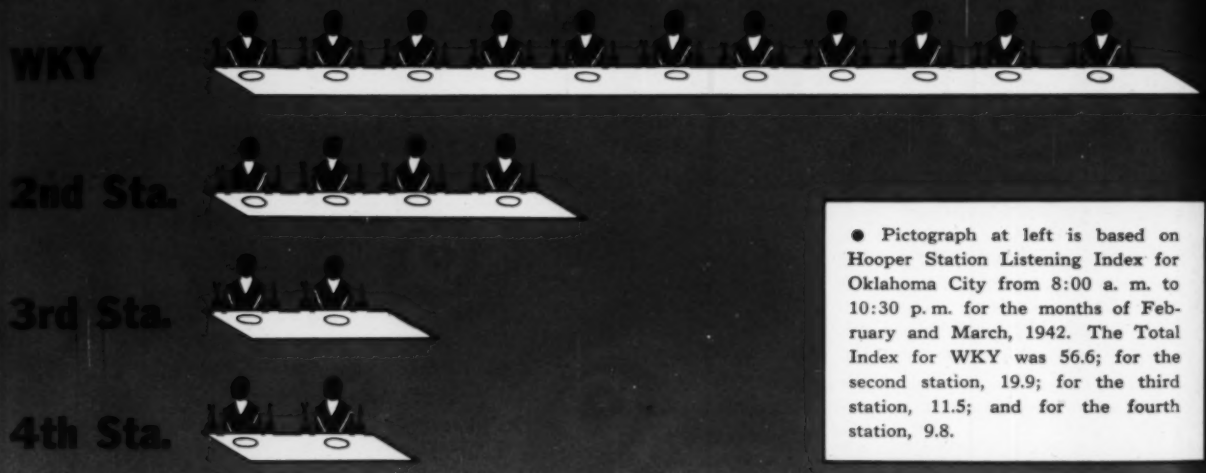
WKY LISTENERS

IN OKLAHOMA CITY

EAT MORE GROCERIES

than listeners of

ALL THREE OTHER STATIONS COMBINED



● Pictograph at left is based on Hooper Station Listening Index for Oklahoma City from 8:00 a. m. to 10:30 p. m. for the months of February and March, 1942. The Total Index for WKY was 56.6; for the second station, 19.9; for the third station, 11.5; and for the fourth station, 9.8.

● There are more persons in Oklahoma City listening to WKY morning, afternoon, and evening than to all three other stations put together.

WKY listeners are greater in number, greater in consuming power, greater in buying power . . . greater prospects for sellers of food products, or any product.

WKY's greater audience eats more groceries, uses more soap, smokes more cigarettes and tobacco, buys more drugs, toiletries, and cosmetics. WKY's greater audience is, in fact, Oklahoma's biggest, most essential mass market, the largest single segment of morning, afternoon, or evening listening which any one station can deliver to advertisers in Oklahoma.

WKY
OKLAHOMA CITY

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KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
Represented Nationally by The Katz Agency, Inc.